

The

Intoinfo Consulting Group



Management and Information Consultants

INTERNATIONAL DEVELOPMENT RESEARCH CENTRE

WEBCASTING BEST PRACTICES Final Report

June 18, 2004



m

o



c

.



o



f

n



i

o



t

n



i

.



w

w



w

Table of Contents

EXECUTIVE SUMMARY.....	3
INTRODUCTION.....	4
METHODOLOGY.....	5
A. RESEARCH.....	5
<i>Secondary Research.....</i>	<i>5</i>
<i>Primary Research.....</i>	<i>6</i>
B. ANALYSIS AND RECOMMENDATIONS	6
IDRC WEBCASTING EXPERIENCE.....	7
A. OBJECTIVES AND TARGET AUDIENCE	7
B. RISKS AND CHALLENGES.....	8
C. BENEFITS TO IDRC	9
D. EVALUATION OF SUCCESS.....	9
CASE STUDIES	10
A. CASE STUDY: THE WORLD BANK'S B-SPAN	10
<i>Innovations and Best Practices.....</i>	<i>12</i>
B. CASE STUDY: OVERSEAS DEVELOPMENT INSTITUTE	14
<i>Innovations and Best Practices.....</i>	<i>16</i>
C. CASE STUDY: THEY KAISER FOUNDATION'S HEALTHCAST.....	16
<i>Innovations and Best Practices.....</i>	<i>17</i>
D. CASE STUDY: EBIZ-Q APPLICATION INTEGRATION ARCHITECTURE	19
<i>Innovations and Best Practices.....</i>	<i>20</i>
WEBCAST PROVIDER EVALUATIONS.....	21
A. SUSSEX PLACE	22
B. MAX DIGITAL BROADCASTING CORPORATION	24
C. STREAMLOGICS	27
D. ONLINE BROADCASTING CORPORATION (OBC).....	30
E. INSINC	33
F. SUMMARY OF STRENGTHS AND WEAKNESSES.....	36
BEST PRACTICES.....	37
THE FUTURE OF WEBCASTING AT IDRC.....	40
A. STEPS TO WEBCASTING	41
B. POTENTIAL USES.....	46
CONCLUSION.....	46
APPENDIX A: CASE STUDIES AND FINDINGS.....	48
A. PRELIMINARY LIST OF CASE STUDIES	48
B. CRITERIA.....	48
APPENDIX B: INTERVIEWS & GUIDE.....	55
A. LIST OF PARTICIPANTS	55
B. INTERVIEW GUIDE	56
APPENDIX C: WEBCASTING PROVIDER EVALUATION.....	59

Executive Summary

As part of its effort to meet the goal of information dissemination, the International Development Research Centre (IDRC) often attends and hosts conferences, seminars, presentations in partnership with its stakeholders and other development agencies/organizations from the public, private and non-governmental sectors. The Centre has deployed Webcasting as a tool to disseminate information from three past conferences:

- Ecosystems Approach to Human Health (Ecohealth) Forum – Montreal, Canada, May 2003
- World Water Forum – Kyoto, Japan, March 2003
- World Summit on the Information Society (WSIS) – Geneva, Switzerland, December 2003

Previous IDRC Webcasts were not subject to a formal evaluation. Consequently, this report, by exploring best practices and lessons learned, and by developing a Webcasting framework, establishes a basis for deciding whether to Webcast in the future, planning the Webcast, and evaluating the Webcast.

This report examines, in four case studies, other organizations and their use of Webcasting. These are:

- B-Span - The World Bank's Webcasting Station
- Overseas Development Institute (UK)
- Kaiser Foundation Healthcast
- EBIZ Q - Developing an Application Integration Architecture

The discussion then moves to an evaluation of 5 Webcast providers:

- Sussex Place Inc.
- Max Digital Broadcasting Corporation
- Streamlogic
- Online Broadcasting Corporation
- Insinc

After reviewing a series of Webcasting best practices, the report outlines 9 Steps to organizing a Webcast.

- Step 1: Decide if Webcasting is appropriate.
- Step 2: Determine the goals / metrics for success.
- Step 3: State the audience size and make-Up.
- Step 4: Select the vendor.
- Step 5: Determine the Venue.
- Step 6: Select the format and features.
- Step 7: Develop a marketing strategy.
- Step 8: Hold the event / Webcast.
- Step 9: Evaluate the Webcast.

Webcasting is a tool, like a report, a computer or a meeting and it can be deployed by the Centre for a host of reasons. In some instances, Webcasting could be a useful tool, whereas in others, resources might be better allocated elsewhere. Given that one of IDRC's goals is to disseminate information, Webcasting can be generally considered to be an appropriate tool. However, this does not mean that it can or should be used in every instance possible. What this report provides, rather, is an understanding of the tool and a framework with which it can assess the different

opportunities that present themselves to see if Webcasting is appropriate and if so, how to best follow through with it.

Introduction

The International Development Research Centre (IDRC) was created in 1970 with the mandate to:

...initiate, encourage, support and conduct research into the problems of the developing regions of the world and into the means for applying and adapting scientific, technical and other knowledge to the economic and social advancement of those regions.

Building on the foundation of the principles of sustainable development, one of the Centre's goals is to "foster and support the production, dissemination, and application of research results."

As part of its effort to meet the goal of information dissemination, the Centre often attends and hosts conferences, seminars, presentations in partnership with its stakeholders and other development agencies/organizations from the public, private and non-governmental sectors.

For the purposes of this report, Webcasting is defined as the "Internet-based broadcasting of audio and video content. It is distinguished from standard Web content deliver because it provides a constant stream of information, can be presented live in addition to allowing on-demand listening and communication between, the broadcaster and the listener or viewer."¹

IDRC has deployed Webcasting as a tool to disseminate information from three past conferences:

- Ecosystems Approach to Human Health (Ecohealth) Forum – Montreal, Canada, May 2003
- World Water Forum – Kyoto, Japan, March 2003
- World Summit on the Information Society (WSIS) – Geneva, Switzerland, December 2003

These conferences were Webcast with varying degrees of success and the Centre now wishes to understand the best practices and lessons learned that it can extract from this experience. These will go towards understanding in what context(s) Webcasting best serves the mandate and goals of the Centre and its partners in the future.

This final report builds on the interim report, which contained best practices gleaned from interviews and four case studies. The final report is more detailed and builds on the first by adding

1. An overview of previous Webcasting experiences at IDRC;
2. Analysis of Webcasting production alternatives; and
3. Recommendations on Webcasting's appropriateness at IDRC and a framework for doing so.

¹ This definition is that of the East Tennessee State University College of Business. Accessed on June 18, 2004. Available from: <http://ecommerce.etsu.edu/Glossary.htm#w>

Methodology

This section outlines Intoinfo's research and analysis approach, including specific tasks that were performed in order to develop the final report. The methodology was designed to best meet the needs of this initiative.

A. Research

Secondary Research

Background Documentation

Intoinfo reviewed background documentation provided by the client on past IDRC Webcasting initiatives:

- Communications Plan: Third World Water Forum, Kyoto Japan, march 16-23, 2003
- Proposal to IDRC by Sussex Place for Coverage of Events at the World Water Forum 2003
- Communication Plan: International Forum on Ecosystem Approaches to Human Health, May 18-23, 2003 – "Turning Knowledge into Action"
- Communications Strategy – World Water Forum 3, Draft 6 – Final
- Media/promotion strategy – WSIS
- World Summit on the Information Society (WSIS) ICT4D and Communications Participants Staff Evaluation, December 9-12, Geneva, Switzerland, December 16, 2003
- Webcasting – "Best Practices Paper," Phase 5
- IDRC @ WSIS, Phase 1 (PowerPoint Presentation)
- IDRC @ WSIS (Word Document)

Case Studies

Intoinfo also developed the criteria for the Case Studies (See [Appendix A](#)), which were then approved by the project authority. One of the case studies (ODI) was selected based on the interview findings. Intoinfo selected the remaining three: B-Span, Kaiser Foundation and Ebiz-Q. B-Span and the Kaiser Foundation were chosen to examine Webcasts from organizations that had mandates similar to IDRC's. Ebiz-Q was selected precisely because it represents an experience outside of the field of development. Though the UN's World Summit on Sustainable Development was examined, (see [Appendix A](#)) it was not expanded into a full case study because it was not as developed a Webcast as the other four.

- B-Span - The World Bank's Webcasting Station
<http://info.worldbank.org/etools/bspan/index.asp>
- Overseas Development Institute (UK)
http://www.odi.org.uk/speeches/future_of_aid/meeting_report_14january04.html
- Kaiser Foundation Healthcast
http://www.kaisernetwork.org/health_cast/hcast_index.cfm
- EBIZ Q - Developing an Application Integration Architecture
http://expog.unisfair.com/remind.jsp?event_type=Lecture&event_id=2028

Best Practices Research

Intoinfo also consulted secondary sources on the Internet to research industry best practices for Webcasting:

- Best Practices: Reduce Travel Expenses with Webcasting.
- Webcaster's Almanac: Now, What's My Webcasting ROI?
- Mike Gotta, "Whatever Happened to KM?" Metagroup, February 3, 2004.
- Mike Gotta, "A Renewed Look at Net Meetings," September 24, 2001.
- Mike Gotta, "Knowledge Management: Starting at the Beginning (Delta 2324)" July 8, 2003.
- Mike Gotta, "On the Road to Knowledge Management," January 22, 2004.
- Amy Santenello, "Public-Sector Knowledge Management: No Longer Last on the List," February 14, 2002.

Primary Research

IDRC Webcasting Consultations

A total of seven interviews were conducted (Please see [Appendix B](#) for the complete interview guide and the list of participants). Six were completed with IDRC employees who were intimately acquainted with at least one IDRC Webcast, while the seventh was conducted with a representative of Sussex Place Inc, the media company that worked on two of the above IDRC Webcasting projects.

Metagroup Interview

Intoinfo also interviewed Knowledge Management expert Mike Gotta, an analyst with the MetaGroup. Intoinfo subscribes to Metagroup's research service and with this, access to written research materials, as well as speaking time with analysts is included. The input from MetaGroup and Mike Gotta pertains largely to the use of Webcasting as a tool to manage information and knowledge. (see [Step 1 of "Steps to Webcasting"](#) in "The Future of Webcasting at IDRC.")

Webcasting Provider Consultations

The project plan also called for an evaluation of up to five Webcasting production companies. The companies were selected based on three criteria:

- Having a presence in the Canadian market;
- Offering a broad range of Webcasting services, rather than a narrow offering, (as determined by their Website content); and
- Experience working with government (including IDRC).

Furthermore, a list of evaluation criteria was also devised and approved by the project authority at IDRC. In order to complete the evaluation, Intoinfo conducted thorough Internet research using each company's Website. Once this resource was exhausted, Intoinfo contacted the companies to interview representatives. This allowed the research to go more in depth than was permitted by using the Internet. The complete list of criteria, as well as the raw data from the research are available in [Appendix C](#).

B. Analysis and Recommendations

The analysis below contains:

- An overview of past IDRC Webcasts
- The results of 4 Webcasting case studies
- The complete list of Webcasting Best Practices as gleaned from interviews

- The results of 5 provider evaluations
- Recommendations and a framework on Webcasting at IDRC

IDRC Webcasting Experience

The discussion below examines the Centre's own experiences and conditions under which Webcasting was undertaken. It will also explore past challenges with these and how they were overcome. This part of the report is based on the interviews from the three past Webcasts at the Centre: the WSIS, Ecohealth, and World Water Forum Webcasts.

A. Objectives and Target Audience

Participants cited a variety of objectives when speaking about past Webcasting experiences. Some of these were:

Access, Reach, Dissemination

- To provide a means of access to those who could not attend in person (e.g., less wealthy stakeholders from the South) and to make the discussion available with minimal turn-around time;
- To provide an alternative means of accessing the conference to take pressure of the local infrastructure (e.g., hotel rooms); and
- To reach people who are not text based.

Archival

- To create a record of the event for IDRC and for future use in training materials; and
- To give an added dimension to the archival material beyond other formats like a report: "If a picture is says a 1000 words, a moving picture says 100,000 words".

Marketing & Communication

- To do something not done before to highlight IDRC's technological capacity;
- To communicate the message of what technology can do for development and to do so while using the technology itself;
- To create goodwill and excitement among stakeholders who see themselves in the Webcast and to generate excitement around the issue;
- To highlight the participation of IDRC and partners at conferences; and
- To communicate in an unmediated manner the goings-on from the conference.

The target audiences were somewhat consistent from Webcast to Webcast. Those mentioned in the interviews were:

- Conference participants who could not attend;
- Partners in Ottawa;
- Researchers (policy and scientific) in public and non-government sectors from the South; and
- Influential people in business who might be donors, partners.

B. Risks and Challenges

The list below reviews of the risks and challenges interviewees faced during IDRC Webcasting experiences and related mitigation strategies that were followed.

Risk/Challenge	Mitigation Strategy
The various partners involved have different expectations as to the amount of advertising space to which they each are entitled.	Organizers must negotiate clearly, from the start, space allocation for branding / advertising from partners on the Webcast interface.
Organizing the Webcast of a conference goes above and beyond organizing a conference. For example, the area where the presenters speak or listeners ask questions may often be taken for granted in organizing a conference, however, these issues must be meticulously examined for lighting and filming when capturing for a Webcast.	It is vital that project managers for the Webcast select the proper, experienced Webcast provider who will understand these issues. Beyond engaging the services of an experienced provider, it is also helpful to have them visit the site in the early planning stages so that they can account for the necessary logistical arrangements that must be made to have a successful event.
Connectivity and access to the Internet and Webcasts in the South is often limited. This can undermine the value of a Webcast directed at a Southern audience.	To overcome this, some IDRC Webcasts produced CD-ROMs and distributed them to all interested parties in the South and elsewhere. IDRC must account for a type of <i>cultural</i> and <i>technological lag</i> in this area that could be significantly reduced in five years time, as prices fall and expertise grows. Once this happens it will be important for IDRC to have the experience in this area.
One of the Webcast participants indicated that they had wanted supporting documents to accompany the Webcast, but that this was ultimately too time consuming and could not be done.	To overcome this, it is important to account for this time from the start of the project plan and include it in time and cost estimates.
Another participant indicated that the Communications department's involvement was sought but too late in the process. Communications' input is required to identify the strategic goals of the Webcast and it would have benefited the Webcast in question to seek this input from the very beginning.	Ensure Communication's involvement from the very first steps, particularly strategy and possibly even during the development of a statement of work / selection of vendor.
One Webcast started out with the intention of covering a very broad range of presentations at a conference. However, the service provider and translation services (provided by IDRC) were quickly overwhelmed by too much material.	To overcome this, coverage was scaled back to prioritize events that reflected IDRC and its partners' interests.
For one conference Webcasting sessions in real time, in 3 languages proved to be prohibitively expensive	Organizers elected to provide Webcasts only in their original language and in time-delayed (on-demand) access.
One participant indicated that the risk in Webcasting for IDRC is NOT getting involved.	If the Centre focuses on the role of technology in development (ICT4D) it must apply its own ideas to illustrate its leadership in the field and Webcasting is a powerful way

	to do this.
--	-------------

Webcasting, as a communications tool, tends to be more expensive than other media (print, static Web). As such, low visitation and downloading rates for Webcast files put in question the value of Webcasting material in the first place. Though participants did not have specific ways to counter this challenge, the proposed steps to Webcasting outlined in "[The Future of Webcasting at IDRC](#)," list as a fundamental step the identification of goals and audiences in order to ensure that there is a viable, reliable way to measure the success of Webcasts.

C. Benefits to IDRC

Participants who were interviewed felt that several benefits arose from the Webcasting process.

- Having an archived version of a conference helps IDRC manage its information holdings.
- The Webcasts engages viewers and participants who are touched by the technology.
- The Webcast creates material that can be re-used for other purposes (e.g., promotion, CDs, DVDs) in the future. However, some participants expressed doubt saying that they did not expect in the near future to be using any previously recorded Webcasts for promotions materials or otherwise.
- The creation of a good, well-made product builds IDRC's credibility among stakeholders.
- Allows the work that IDRC is involved in to be more widely disseminated.
- One Webcast that showed "Streeter Interviews²." Some of these were planned in advance and because of this, participants tended to be better prepared than if they were interviewed without the video record. In the end, it resulted in a better product.

D. Evaluation of Success

Previous IDRC Webcasts were not subject to a formal evaluation. Consequently, this report, in exploring best practices and lessons learned, and developing a Webcasting framework, establishes a basis for effective evaluation of subsequent IDRC Webcasts. When interview participants were asked how they had evaluated the success of prior Webcast, some said that there had been no formal evaluation, others pointed to some *ad hoc* factors that were used to assess value.

- The WSIS conference was evaluated by IDRC participants and Webcasting was often positively mentioned.
- Webcasting created excitement at the WSIS conference because the IDRC booth was highlighted by the lights and the camera. This increased the profile of the organization. However, not many people watched the output – the actual Webcasts. This points to two measures of success: the excitement created on-site and the dissemination of the information afterwards. On the first count the Webcast was considered a success, but not so much so on the second.

² These interviews involved participants walking by the booth and asked to offer their thoughts on a relevant issue. In most cases, they were not staged and meant to gauge the pulse of the "street-level crowd," hence the title "streeter."

- Building a relationship with the host country (Japan) and other partners within the Canadian federal government.
- Rather than broad dissemination the goal for one conference was to influence a few, influential decision makers.

According to the above criteria, the IDRC Webcasts were met with a measure of success, though not uniformly. Part of the challenge is that a performance evaluation framework was not put in place from the very early planning stages. In the Section below on the Future of Webcasting, the report will identify possible metrics that could be used as a baseline with which to measure success. These are gathered from the interviews, as well as from additional sources.

Case Studies

The 4 case studies that follow were selected based on the interviews conducted with IDRC staff or were found as a result of research on the Internet. Each was conducted following a series of criteria (available in [Appendix A](#)) against which they were assessed. There were 11 criteria in total, but given the nature of Web research, some of the information was not available from the site or the actual Webcast. What follows is a discussion of each Webcast, covering the observed criteria. Screen captures are included by way of illustration. The discussion also highlights best practices from the point of the usability of the user Interface.

A. Case Study: The World Bank's B-Span

There are two main reasons behind the existence of B-Span. The first is that the broadcaster is a direct outgrowth of the president, James Wolfensohn's initiative to transform the World Bank into more than just a financial institution, but also into a "Knowledge bank." Consequently, the network was launched in 2000 and is run by the Bank's Knowledge and Learning Services Division. The vision of the KLS division is,

...to spur the knowledge revolution in developing countries to be a global catalyst for creating, sharing, and applying the cutting-edge knowledge necessary for poverty reduction and economic development

The second reason is for information dissemination. The World Bank hosts a great many conferences, seminars, etc. with many of the world's leading experts in their field, but unfortunately, says the Bank's site,

...these live events are only attended by a small fraction of the potential audience that would be interested in participating. B-SPAN seeks to fill this gap by allowing those with Internet access, both Bank staff unable to attend and those outside the Bank to watch these seminars. These Webcasts allow anyone to participate and have access to information and expertise that had once been reserved for a select few.

The site offers users a rich library of Webcasts going back to the inception of the network. The content is archived and is searchable by presenter, by keyword or by region and topic. In addition to information dissemination, the World Bank also maintains B-Span in the interest of transparency and accountability. The site explains that it does this by providing users with unedited footage which, "...lends authenticity to these broadcasts, free from the traditional extensive editing and post-

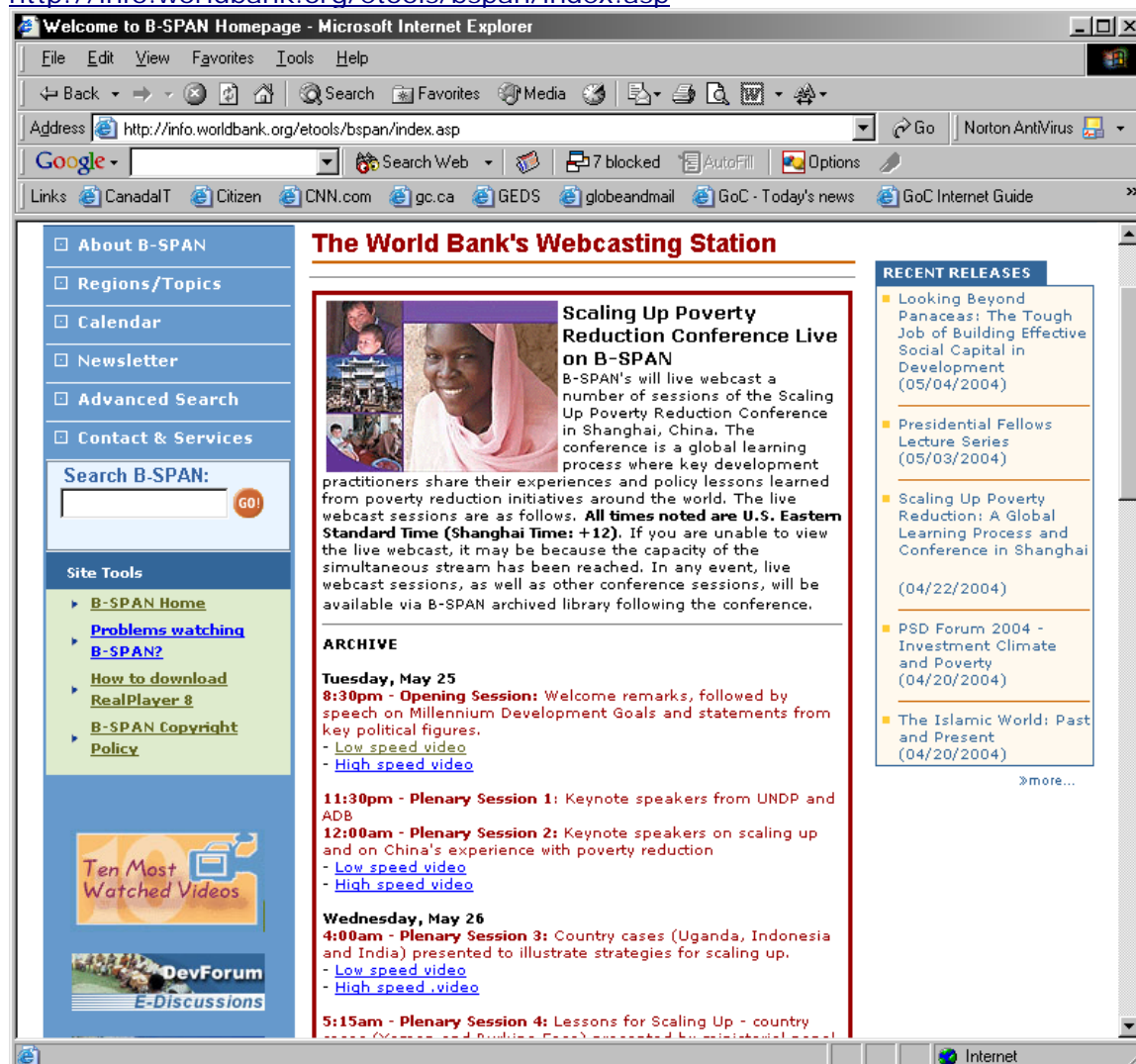
production efforts that 'polish' the final product by erasing glitches, misspeaks and inaccuracies."

The left navigation bar contains a calendar section that includes a list of upcoming Webcasts. The main page also describes a live Webcast that will take place, however, it does not specify the exact time.

To accommodate everyone, the site offers three modes of accessing its Webcasts: high speed, low speed, and audio only for those users with very low bandwidth. All function on Real Player only.

B-Span Homepage

<http://info.worldbank.org/etools/bspan/index.asp>



As the above capture illustrates, the homepage announces upcoming live Webcasts. This and the calendar would seem to be the extent of the Web promotion done for B-Span's events. The newsletters (available from the left navigation bar) highlight past

events and archived versions and do not seem to be forecasting upcoming Webcasts. It is possible that B-Span promotes its events in other ways (mail-outs, email lists) but this was impossible to ascertain from the research.

Innovations and Best Practices

Some organizations that have occasional Webcasts might have them scattered throughout their site, under different subject headings. One nice feature about the World Bank initiative is that it regroups all its Webcasts under one dedicated Web site. This makes for a powerful reference library where users can access many experts in a variety of development fields.

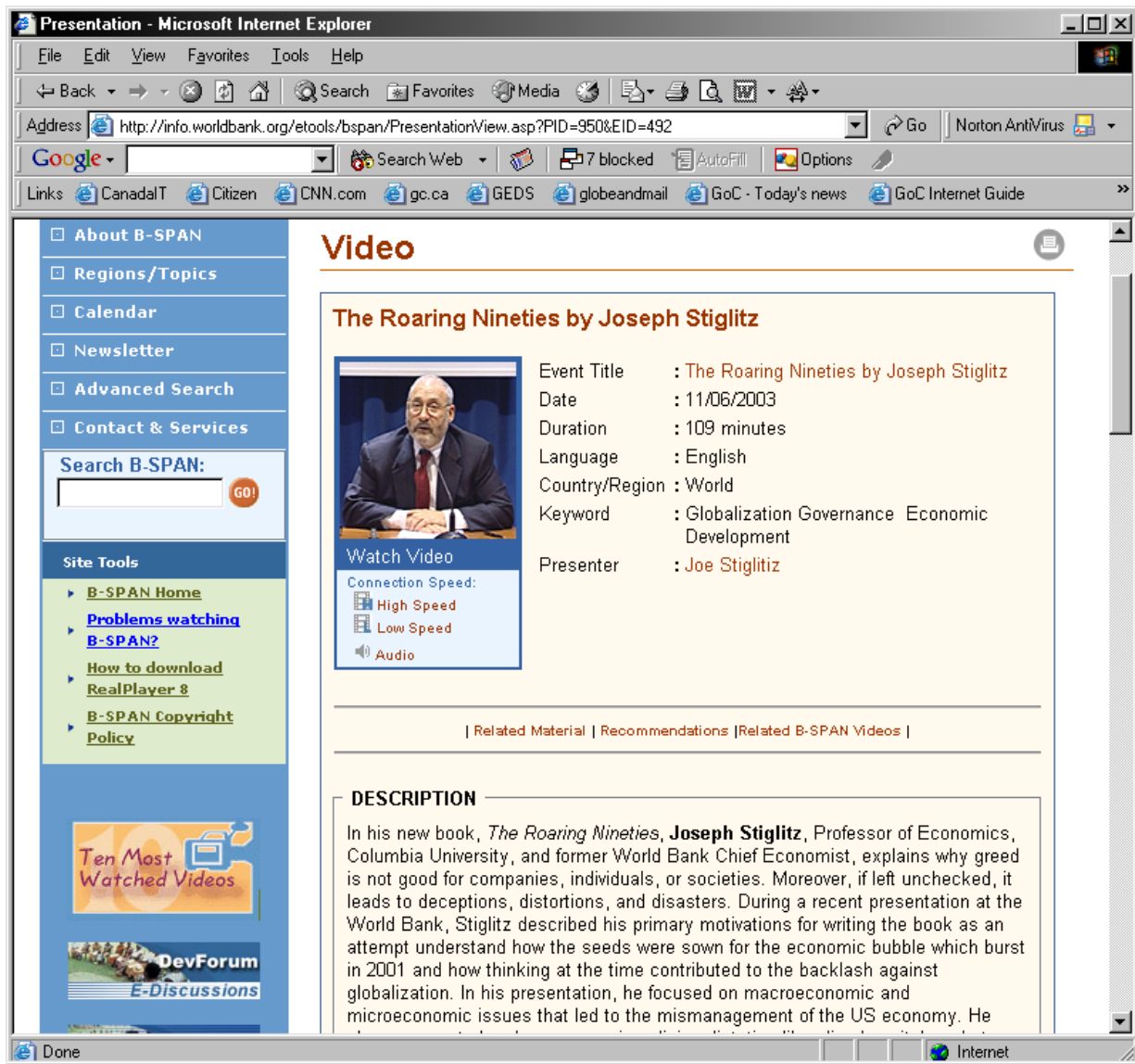
The site is also user friendly. For example, on the homepage, below the left navigation bar, users can click to view a list of the 10 most watched videos. Also, while viewing a presentation, users are shown chapter headings with the section's length displayed in minutes, on which they can click to skip to relevant parts of the presentation.

The bank of Webcasts is also easily searchable. Users can search by region (7 choices) or topic (36 choices) or use an advanced search feature that allows searches by presenter and/or by keyword.

Furthermore, each Webcast comes with the title of the presentation, the speaker's name, a thumbnail image of the speaker, the date, duration, language, country/region, and a short list of associated keywords.

World Bank's B-Span: Sample of Webcast page

<http://info.worldbank.org/etools/bspan/PresentationView.asp?PID=950&EID=492>



As the user scrolls down, s/he is offered a summary description of the presentation, including biographical information on the speaker. Below the description are also sections with additional information:

- **“Related Material”** gives links to other Web sites of interest, related to the topic at hand.
- **“(B-Span) Recommendations”** lists other videos that touch on the same issue. The difference between this section and the one below, “Related B-Span Videos,” is not clear.
- **“Related B-Span Videos”** offers links to similarly themed presentations held in Webcast form by the network.

B. Case Study: Overseas Development Institute

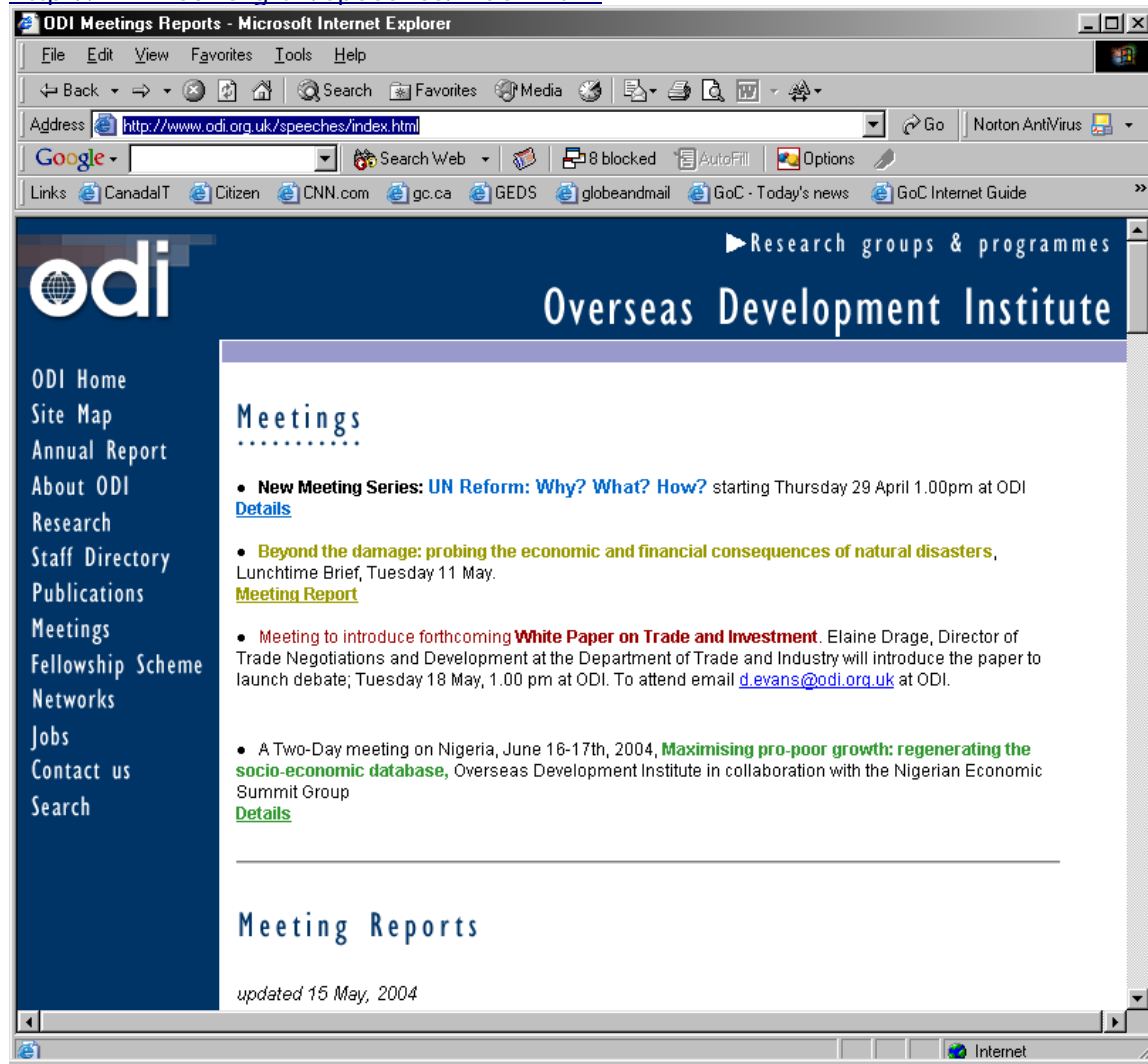
The Overseas Development Institute (ODI) is a leading independent British think tank on development issues. Its mission is to,

...inspire and inform policy and practice which lead to the reduction of poverty, the alleviation of suffering and the achievement of sustainable livelihoods in developing countries. We do this by locking together high-quality applied research, practical policy advice, and policy-focused dissemination and debate.

Though the Web site does not state this directly, the "Meetings" section would arguably fulfill part of the "dissemination and debate" portion of its mission. In this section, users find a plethora of seminars, presentations, keynote addresses etc. in full-length, unedited format. Presentations are often given in audio only, and sometimes, audio/video are available (in Real), offering a choice to both low and high bandwidth users.

ODI "Meetings" Section

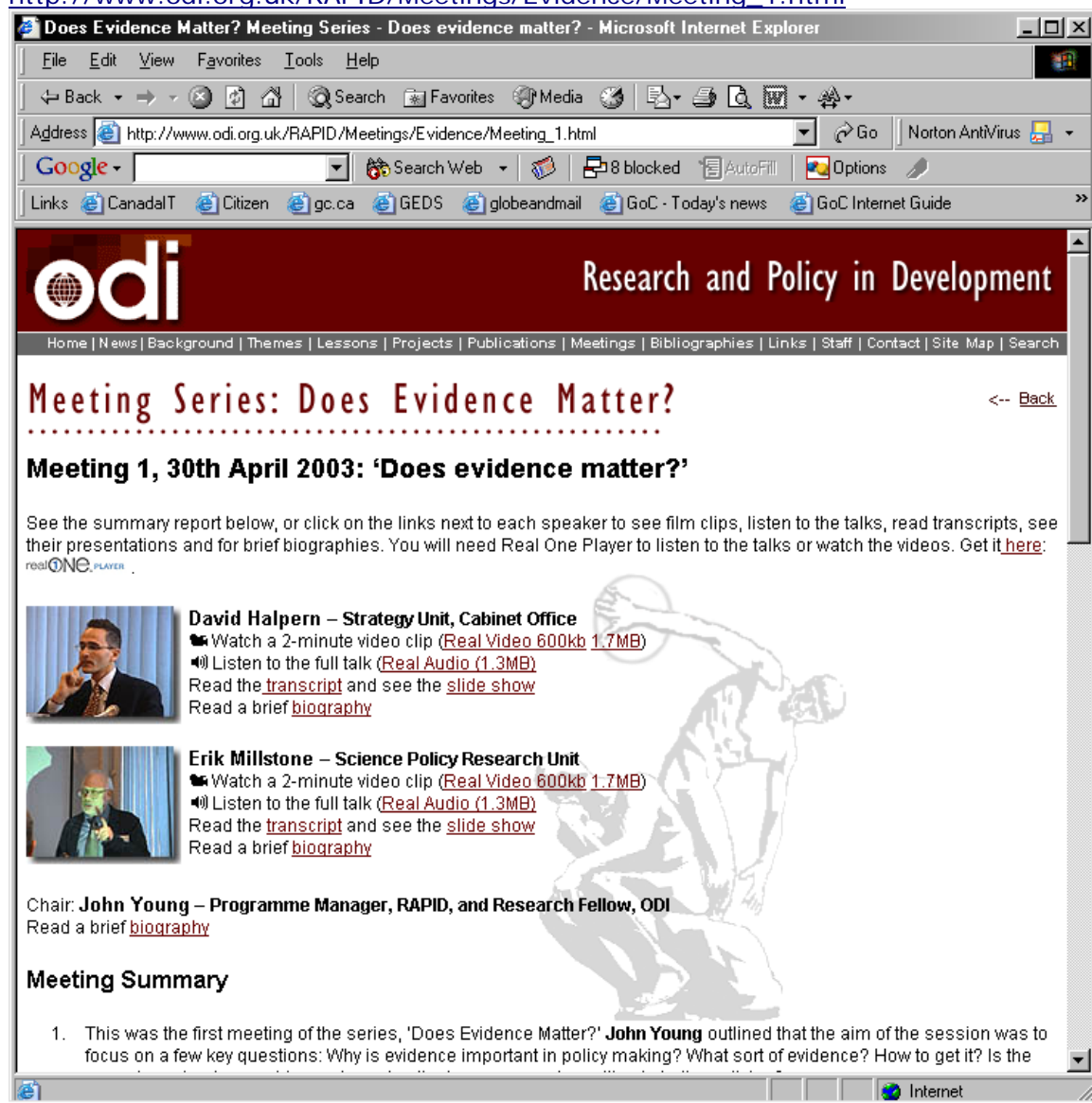
<http://www.odi.org.uk/speeches/index.html>



Beyond the "Meetings" page shown above, ODI does not seem to engage in any promotional activities for its Webcasts. For the meeting in Nigeria (the fourth bullet in the screen capture above) users can click on the "Details" button to see some background information and a list of speakers, but there is no indication of when the Webcast will appear online, if at all. If the ODI engages in any further promotional activities, such as mail-outs or email lists, the Web research did not find any evidence of this.

The "Meeting Reports" section of the "Meetings" page is the archive of ODI's Webcasts. From here, the user can click on any meeting link to get background information on the series of lectures contained. Once there, the user can then click on a specific lecture Webcast page, as shown below.

ODI Sample of Meeting Webcast Mainpage
http://www.odi.org.uk/RAPID/Meetings/Evidence/Meeting_1.html



The above screen capture shows what is offered with each Webcast. Users have a choice between video (high bandwidth users) or audio (low bandwidth users). They can also consult the transcript or the presentation for the slide show in addition to the speaker's biography.

Innovations and Best Practices

Several best practices are put to use in the above Webcast entitled "Does evidence matter?" These are:

- Below the speakers' section is the "Meeting Summary" describes the overall theme of the discussion (for users who do not have time to consult the Webcast or transcript, or that want to determine if its relevance before doing so).
- The page offers a brief biography of the speaker.
- The user can open a presentation to accompany the Webcast. Unfortunately, the presentation is not synchronized with the speaker, so the user is often unsure if s/he should go to the next page. Synchronising the presentation with the speaker would improve this feature tremendously.

C. Case Study: The Kaiser Foundation's Healthcast

The Kaiser Family Foundation's goal is to disseminate health information in a timely, non-partisan manner to policymakers, the media and the general public. Its Web site, www.kaisernetwork.org is the on-line resource used to achieve these aims. It is a free, multimedia service that brings to users doorstep, the information, events, and people that shape health policy.

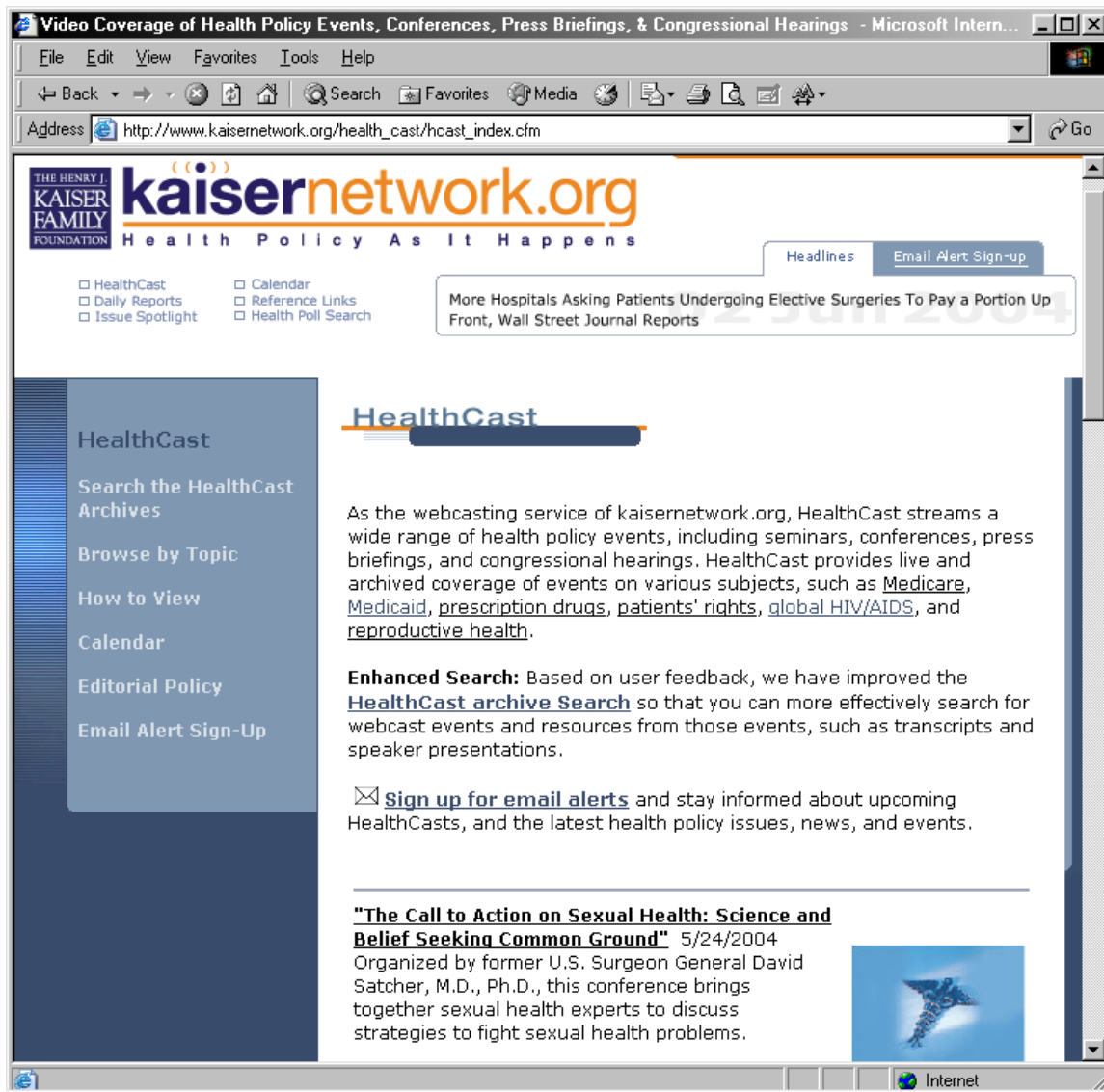
Part of the Web site's service includes "Healthcast," a Webcasting service whose main goal is the dissemination of information. As stated on the Web site, its mission is to

...provide live coverage and archival access to health policy events of interest to policymakers, the media, academics and health interest groups. Healthcast provides free online coverage of events, such as press conferences, briefings, seminars and congressional hearings. The editorial board and staff make every effort to cover a broad range of events sponsored by government, business, labor, academic institutions, non-profit organizations and foundations.

Though the Healthcast does have a calendar to preview upcoming Webcasts, it does not require that users pre-register or sign-in. However, users can register for email notification of Healthcasts. This and the calendar seem to be the only promotion undertaken by the Kaiser Network for its Webcasts. As was the case with the two Webcasts above, it is possible that Healthcast/Kaiser Network promotes its events in other ways (mail-outs, email lists) but the research found no evidence this.

Kaiser Network's Healthcast

http://www.kaisernetwork.org/health_cast/hcast_index.cfm



Innovations and Best Practices

The most innovative aspect of Healthcast, similar to the World Bank's B-Span, is that it is its own Web entity designed to give a central point of access to the Kaiser Network's Webcasts. Where for example, the "Meetings" page of the ODI serves the broader purpose of communicating meeting and seminar results in various formats, Healthcast is dedicated to uniting, under one section, the entirety of the organization's Webcasting collection. This would likely come from the strong commitment to Webcasting in itself, as a primary means of dissemination.

However, the above is a governance issue. In looking at specifics, Healthcast exemplifies several best practices.

- Upon the viewing of a Webcast, a pop-up window asks the user to choose between Real and Windows Media Player as the default player.

- Slides and transcripts of presentations are available, which is a best practice. However, these are only available in PDF, which is not accessible to individuals using assistive devices, like screen readers, to access the Internet.
- The "Related Links" at the right side of the page is quite extensive.

Healthcast Sample Page

http://www.kaisernetwork.org/health_cast/hcast_index.cfm?display=detail&hc=1131



- The "Browse by Topic" and "Search the Healthcast Archives" sections combine to form a powerful search for past Webcasts. While the latter allows searches by keyword and date, the former gives users a lengthy topic drop-down menu that can also be delimited by date.
- Healthcast gives users clear contact information for two types of contact:
 - Contacts for generic comments, problem, suggestions
 - Contacts for the help desk

D. Case Study: Ebiz-Q Application Integration Architecture

A fourth case study was conducted with a different kind of Webcast – a Webinar – with a very different audience than the last three. Whereas the first three cases were mostly directed to researchers, policy analysts, civil society and the like, the Ebiz-Q Webinar is directed to business and IT professionals, vendors and industry analysts focused on business integration. This was done in order to gain a Webcasting perspective from outside of the development/research field in order to glean different practices to see how they compared with the above.

Ebiz-Q's goal is also information dissemination, but with the stated aim of reaching buyers, educating the marketplace, strengthening brand/product, and generating sales leads for its business clients. One of the ways they do this is by holding Webcasts/On-line seminars they call "Webinars." The sales aspect of the Webinars should not be underestimated, as the Web site states,

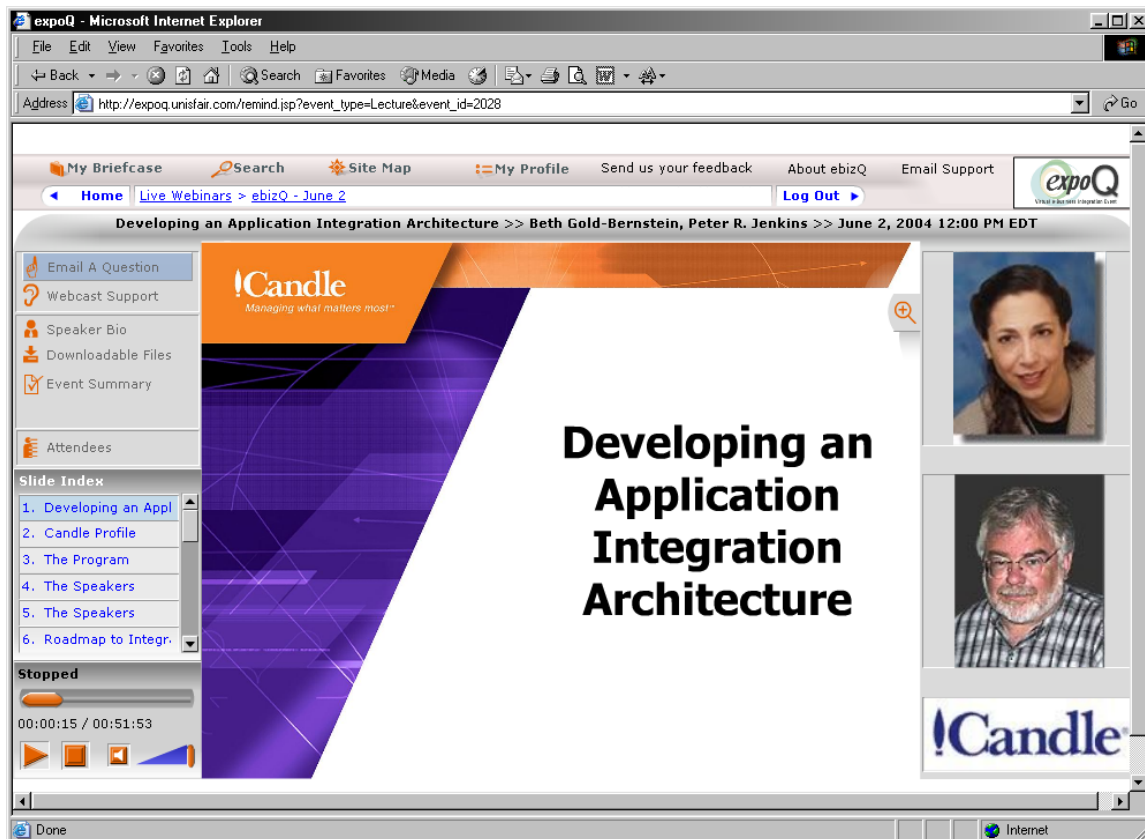
Live, compelling, exciting, interactive – **The ebizQ Webinar Series** gives you [the client/business] the chance to sponsor hour-long webcasts of your content, supporting your marketing message. Choose your speaker from the roster of industry experts. Then watch the streaming audio and PowerPoint presentations arrive in real-time to attendees' browsers. Attendees can ask questions, participate in interactive polls, and chat with each other. And the show doesn't end there. Right after the broadcast, each webinar is archived, ready for instant replay. It never stops performing for you, sending contact information for all attendees directly to your download page on the ebizQ Partner Portal.

The service also gives clients clear metrics to assess reach. Ebiz-Q reaches over 100,000 people each month and the audience is further segmented along the following lines:

- o 74,000 Gold Club Members
- o 51,000 Direct opt-in email subscribers
- o 50% have decision-making positions
- o 33% are from Fortune 1000 Companies
- o Over 50% are involved in Integration Purchase Decisions

Ebiz-Q Webinar: Developing an Application Integration Architecture

http://expoq.unisfair.com/remind.jsp?event_type=Lecture&event_id=2028



Only registered users can attend the Webinar and with registration members receive periodic emails informing them about upcoming events. The seminar is an audio presentation with synchronised slides following the discussion within the user's Web browser. No downloads or plug-ins are required.

Beyond the email notification and verifying the site's actual Webinar list, there does not seem to be any additional Web promotion of the events. Again, it is quite possible that Ebiz-Q undertakes additional promotion, but this was not evident from the Web research.

Innovations and Best Practices

Given the vastly different audiences and *raison d'être* of Ebiz-Q with the previous case studies, some of the best practices may not be appropriate for an IDRC setting, nonetheless, these are worth exploring.

- The left navigation bar has a "Downloadable Files" section where users can download the presentation in advance, print it, save it to their own computer, or save it to their "Briefcase" (storage space supplied by Ebiz-Q).
- Users must register and complete a short profile (name, company name, telephone number, address) before attending a Webinar. This allows Ebiz-Q to generate leads for its clients, but more importantly for the present purpose, allows it to know its audience very well.
- The "Ask a Question" feature allows users to send questions via email during the presentation.
- Users can see the list of attendees, view their name and company name as well as their electronic business cards, and invite them to chat.

Webcast Provider Evaluations

Criteria for the initial selection of Webcasters to be evaluated, which were approved by the IDRC project authority are the following:

- Having a presence in the Canadian market;
- Offer a broad range of Webcasting services, rather than a narrow offering, (as determined by their Website content); and
- Experience working with government.

Based on these initial selection criteria, 5 providers were examined.

- Sussex Place Inc.
<http://www.sussexplace.com/>

Roger Bill, President
St. John's, Newfoundland and Labrador
(709) 738-1034 voice
(709) 737-0367 fax
Contact: Roger Bill
roger@sussexplace.com

Hal Doran, Ottawa Producer
Ottawa
(613) 725-3521 voice
(613) 725-0570 fax
hal@sussexplace.com
- Max Digital Broadcasting Corporation
<http://www.maxdbc.net/index.htm>

Fred Tomlinson
MAX Digital Broadcasting Corporation
36 Steacie Drive
Ottawa, ON Canada
K2K 2A9
(613) 860-1544 (voice or fax)
MAX@maxdbc.net
- Streamlogic
<http://www.streamlogics.com/>

Charles F. Picot
Streamlogics Inc.
Regional Account Manager
(514) 523-1357 (Voice)
(514) 835-7891 (Cell)
(514) 523-2196 (Fax)
CharlesP@streamlogics.com

- Online Broadcasting Corporation
http://www.onlinebroadcasting.com/company_overview.htm

Sales and Webcast Planning
1-877-717-8111
Suite 18, 1701 Woodland Drive,
Ottawa, ON

- Insinc
<http://www.insinc.com/>

Jayne McCaw-Gilbert
Unit 503
1450 Meyerside Drive
Mississauga ON L5T 2N5
Canada
(416) 487.4626 (Voice)
(416) 487.4921 (Fax)
toronto@insinc.com

Please see [Appendix C](#) for the complete list of evaluation criteria, as well as the raw data resulting from the Internet research and interviews.

In the pages that follow, each company is examined in turn, based on the set criteria. At the end of the section a table summarized the relative strengths and weaknesses of each company.

A. Sussex Place

Sussex Place, founded in 1997, is described in the following manner on its Website:

"Sussex Place Inc. is a dynamic new media company that combines the latest Internet technology with conventional broadcast excellence to help you tell your story, whatever it is. Whether you require an Internet webcast for audiences that range from 50 people to more than a thousand or quality documentaries and up-to-the-minute news video for national networks, Sussex Place has the dedication to quality and client satisfaction that only professionals with a wide breadth of broadcast experience can provide."

This firm offers its clients a broad range of production experience and IDRC has relied on Sussex Place for several projects, including the Kyoto World Water Forum and the World Summit on the Information Society in Geneva.

Sussex Place Webcasts can be live or archived (on-demand) formatted for either Windows Media Player or Real Player and for both low and high bandwidth.

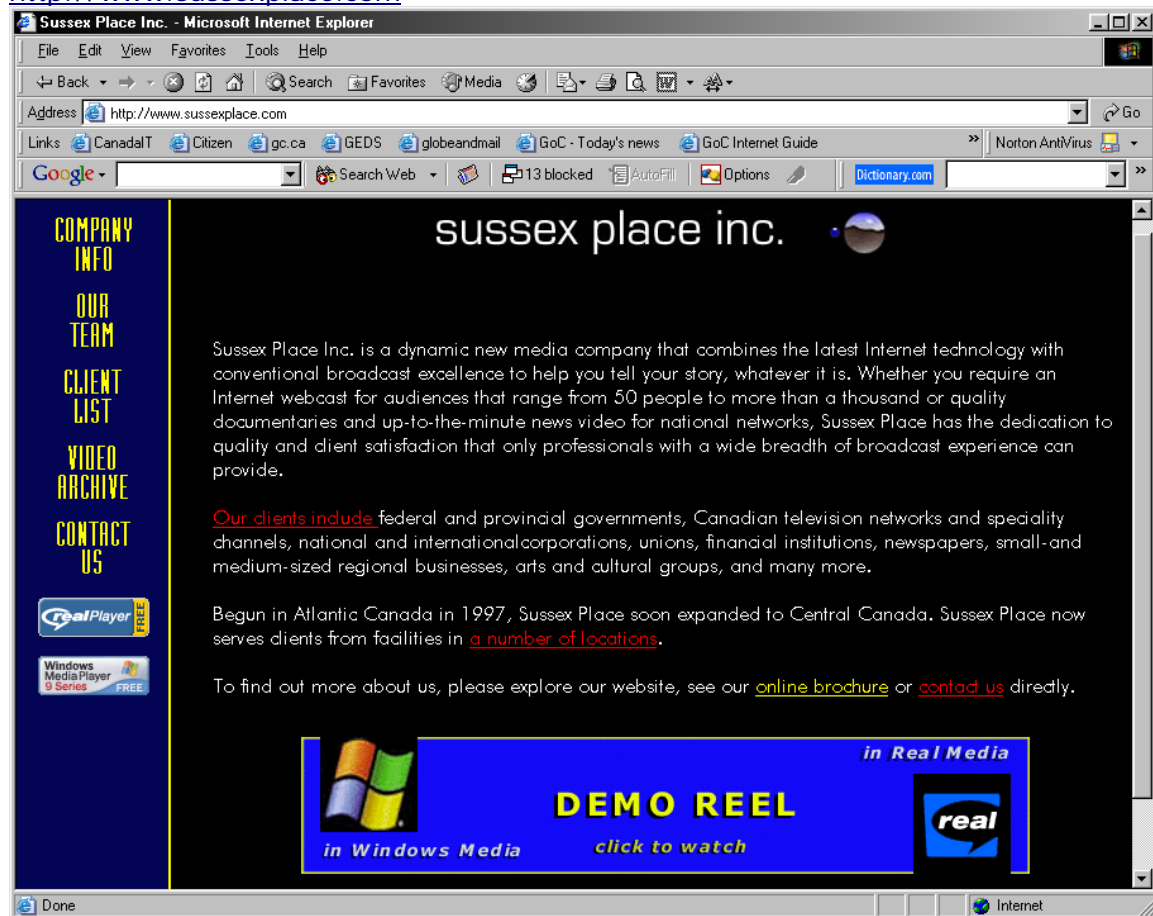
Some of the features offered by Sussex Place include the following:

- Participant Registration
- Synchronized or user-controlled slide show
- Support from any type of background material in any format (Word, Excel, PDF etc.) that can be linked from a Webpage.
- Password Protection to control access to the Webcast

- Indexing³
- Interactivity: Q&A via email in real time, during the Webcast
- Polling on various issues to be used in real time by the client
- Quality assurance of the Webcast in the interface with a test file (e.g., a greeting to announce an upcoming conference) to ensure all components are fully operational before the actual Webcast takes place
- Multilingual Capacity / Translation: This service can be outsourced and Sussex is experienced in working with multilingual projects (e.g., Kyoto World Water Forum.)
- User systems diagnostic check: this is not offered by Sussex, but the provide explanations of requirements and links to download the proper software
- The Webcast interface, can be customized to have the same branding as the client's Website making the switch to the Webcast (hosted by Sussex Place) seamless.

Sussex Place Homepage

<http://www.sussexplace.com>



³ Indexing simply means the inclusion of a table of contents (chapters) for the presentation so that users can click and go to the part of the Webcasts that interests them the most.

Sussex Place can offer various degrees of user technical assistance to meet the client's needs. For example in one project, the provider set up a 1-800 help line for 24 hours prior to the launch and 24 hours after the launch of a Webcast. Service to the help lines was available for the full 48-hour period indicated.

It is important for clients to be able to measure the success of their Webcast and Sussex Place allows them to do this with the data that is stored on servers. This includes information such as: the number of people who accessed the site and/or specific files, the length of time files were viewed and the IP address to locate users by geographical location, among others.

Sussex Place can travel to international destinations in order to meet a client's needs. In working with IDRC they have travelled to Switzerland, Japan, and Africa.

Sussex Place is also well positioned to provide post-production services, such as putting together a montage composed of various parts of a Webcast in order to produce an abridged version of a conference, for example. In fact, Sussex Place has a wealth of experience in A/V production since this is where the roots of the company are anchored.

Furthermore, as a matter of practice, Sussex Place assigns copyright to the client. The physical tape produced for a Webcast, for example and all accompanying rights stay with the client "Always, it's our approach," explained the president, Roger Bill.

Though marketing is not Sussex Place's core business, the company does bring to the table its understanding of the Webcasting market and how to extend the reach of a product. It shares this expertise with all its clients.

Though Sussex Place does not have a price card on its site, Roger Bill explained in an interview that in the St. John's market a live one-hour Webcast with one camera and a basic setup (minimal audio and lighting set-up), with a high-speed connection and encoding server, including the launch and archive (for 3 months) would start at about \$3,000. Any additional features such as editing or added functionality for the user interface would add to the cost.

It is also important to note that some of these initial costs are fixed (access to an ADSL line, for example) and would not be included into the cost of a longer Webcast, which would benefit from economies of scale. For example, Sussex Place, has once done a Webcast over a two day period that cost as little as \$10,000, which translates to much less than the above rate of \$3,000 for one hour.

B. Max Digital Broadcasting Corporation

Max Digital is a Webcasting provider that specializes in e-learning. The company's Website states the following:

"In 2001, MAX assumed the digital broadcasting assets of Intellitech Informatics... [which] ...is recognized as a pioneer in digital broadcasting and as an expert in building collaborative learning communities. Our products and services are extensive. They include content production and content distribution services. Our proprietary content management and client routing

software create private digital broadcast networks that optimize bandwidth resources."

Max Digital can offer its client live or on-demand Webcasting, in low or high speed, in a Windows-based format that uses a proprietary player from Max. Though the player requires not downloading for Windows platforms, it does for Apple and Unix based machines. Max's player also comes with a licensing fee that is waved for first-time clients.

Like other vendors, Max offers industry standard features through the user interface to add to the Webcast experience. These include:

- Participant Registration
- Accompanying slides (synchronized or user controlled)
- Access to background materials in any format (PPT, PDF, Word, Excel, etc.)
- Passwords to control user access
- Indexing of content – up to three levels deep
- Interactive Q&A via email client or dialogue box in the interface
- Polling features also applicable for testing users (e-learning)
- Security features are extensive at Max and include server redundancy, user password and with its current Digital Rights Management program under development, Max will be able to encrypt content, to then provide keys to selected viewers (e.g., those who pay or who have the right to access) that are assigned to their computers – in other words, content-centric security, not server-centric security.
- Staging area to pre-test the product with a sample video clip
- Multilingual / translation: The interface is fully bilingual and can accommodate subtitles. Max does not typically hire translators, since government clients normally supply them, but they can if it is needed.
- There is no automatic user systems diagnostic check, but the Help section has a FAQ and explains user requirements.
- The interface and the player are proprietary to Max Digital, however it is completely customized to suit the needs and look and feel of the client's Website. It requires no downloading with Windows-based computers

Max Digital Homepage

<http://www.maxdbc.net/index.htm>



Max Digital can offer technical support to users via email, but can also do it over the telephone if required.

Max's own software can generate reports on the various Web statistics surrounding access to Webcasts. Information available includes: number of viewers, number of hours viewed, among other standard Web metrics.

Max is willing and capable of travelling to overseas destinations to organize a Webcasts. The company also offers post-production skills to produce additional materials from the original data, such as a montage, for example. Furthermore, Max can produce a CD-ROM for further distribution / archiving of material.

Max specializes in on-demand video for training and though they are not experienced documentary producers, they regularly and readily outsource this part of the process to experienced professionals.

Though the client retains full rights to the Webcast content, Max digital retains the rights to its player.

Max can assist with marketing (sending email invitations / reminders) but they normally are not asked to do this by clients.

Pricing a Webcast is not easy because of the great variety of variables involved. However, for a one hour live Webcast with one camera, the customized interface/player, professional videography, archiving and indexing and hosting after the fact, Max proposed a cost of about \$4,000 to \$5,000.

C. Streamlogics

According to its Website, "Streamlogics is a leading provider of Webcasting applications and services to more than 500 enterprise, government, and non-profit organizations." The company has been in business since 1999 and "has delivered thousands of successful Webcasts, reaching audiences around the world."

As is the case with most providers, with Streamlogics clients can chose between having Webcasts be live, archived or both. Clients also have the choice of format for their Webcast: Windows Media Player and/or Real Player. Streamlogics also offers multiple speeds for those with varying bandwidths: low speed video, high speed video and broadband video. Another option is audio only (with a picture of the speaker or graphic to fill the space normally occupied by the video) for those with very low bandwidth.

Streamlogics Homepage
<http://www.streamlogics.com/>



Below are some of the features that are available from a Streamlogics Webcast:

- Registration for participants (complete a form prior to viewing)
- Slideshow either synchronized or viewer controlled
- Background materials in Word, Excel, PPT, PDF or links can be added as resources to complement the Webcast
- Password protection for controlled access
- Indexing
- Interactive features like Question and Answers during a live Webcast or an archived one. This feature can be activated simply through an email – an on-line form or through the user's email client – or it can be a dialogue box included as part of the interface in which the user types his/her question
- Polling: this feature uses an on-line database allowing the client to see a record of responses in real time, if desired.
- Security features include fully redundant servers (if one fails, a back-up takes over). For secure presentations, Streamlogics can send the Webcast from the venue through a secure line which is more stable than the Internet.
- Testing of the Webcast in a staging area/server, but also a full rehearsal as well to ensure maximized familiarity for the crew. The use of passwords (generic or unique to each user), or limiting access to

only specific IP addresses are additional security measures that can be taken to limit access.

- Translation / multilingual capacity: Streamlogics specializes in multilingual Webcasts and can translate simultaneously (for a live Webcast) or after the fact for an archived version. They can work in any language but are most accustomed to working in French and English. Spanish and German are also common languages for the firm. Streamlogics can obtain a unilingual feed and have translators in a studio in Toronto, for simultaneous translation, or they can accommodate multiple feeds in different languages if the event organizers have themselves acquired translation services. Alternatively, the company can do simultaneous translation on-site. Translation adds 30% to the unilingual cost (not including the cost of the translators and the equipment).
- User system diagnostic to ensure he/she meets basic requirements.
- The Webcast interface, designed by streamlogics is customized to have the same branding as the client's Website making the switch to the Webcast (hosted on Streamlogics servers) seamless.
- Streamlogics is also comfortable with accessibility issues and were the first in Canada to introduce sign language and closed captioning to a live Webcast.

Technical support for Streamlogics mostly focuses on the client, not the user. The company offers users a Help section that explains possible difficulties they may be experiencing, but otherwise, interaction with users is limited. However, for client technical support, the company dedicates to each client, an experienced producer who deals with all technical issues that arise.

Streamlogics also provides clients with useful reporting tools to help assess certain aspects of the Webcast's success. The company's on-line ARG Report is accessed through a Web address where they can access in real time, 24/7, customizable, easy to interpret reports that are password protected. The reports list:

- Total number of hits
- Total number of unique hits
- Total number of unique visitors (by domain)
- Number of hits for each individual clip
- Number of unique hits for each individual clip
- Total Megabytes transferred
- Number of concurrent users
- Average and peak concurrent users
- Clip length, and average view time for each individual clip
- List of most popular operating systems
- List of most popular system processors
- List of most popular visitors (by domain)
- Details of most popular dates and times content is being accessed

Another reporting tool that is potentially more useful for IDRC is a registration form or exit survey. Both can ask the user to complete some information (name, organization, contry etc) about themselves which would be of interest to IDRC. Fields could be mandatory or elective. This tool would help eliminate any doubt as to the nature and characteristics of the IDRC Webcasting audience.

Similarly, the exit survey could ask users certain questions to measure satisfaction with the Webcast. These could be used to measure return on investment and to encourage further improvement to IDRC's Webcasting offerings in the future.

Streamlogics has mostly worked in North America but they have worked abroad and are willing and equipped to do so.

If connectivity is an issue for the Webcast audience, Streamlogics can, if needed, produce a CD-ROM or provide full transcripts of the event. And, although the company does not do much post-production work (e.g., editing a montage or a conference) they can do so. This is likely because most of their employees are comfortable with such services since they come from a TV and new media background. What is more, Streamlogics often partners with A/VW Telav, a company which is very experienced in all staging and production.

When asked if IDRC would retain the copyrights to all Webcasted materials, the representative said he was not sure, but added, "If we produce an event for a client, we give the source back to them."

Marketing/communications assistance provided to streamlogics includes a press release service to the major news wires (Bloomberg, Reuters etc.) and assistance with an email campaign. They usually do not engage in direct mail or advertising, but, the representative added, "We can accommodate the client's needs."

Streamlogics does not offer a rate card as a reference point because of each Webcast has many different variables based on the needs of the client, the venue, and a host of other factors external to Streamlogics. However, the representative stated that a live video event for about one hour, with minimal dressing would cost about one to several thousand dollars.

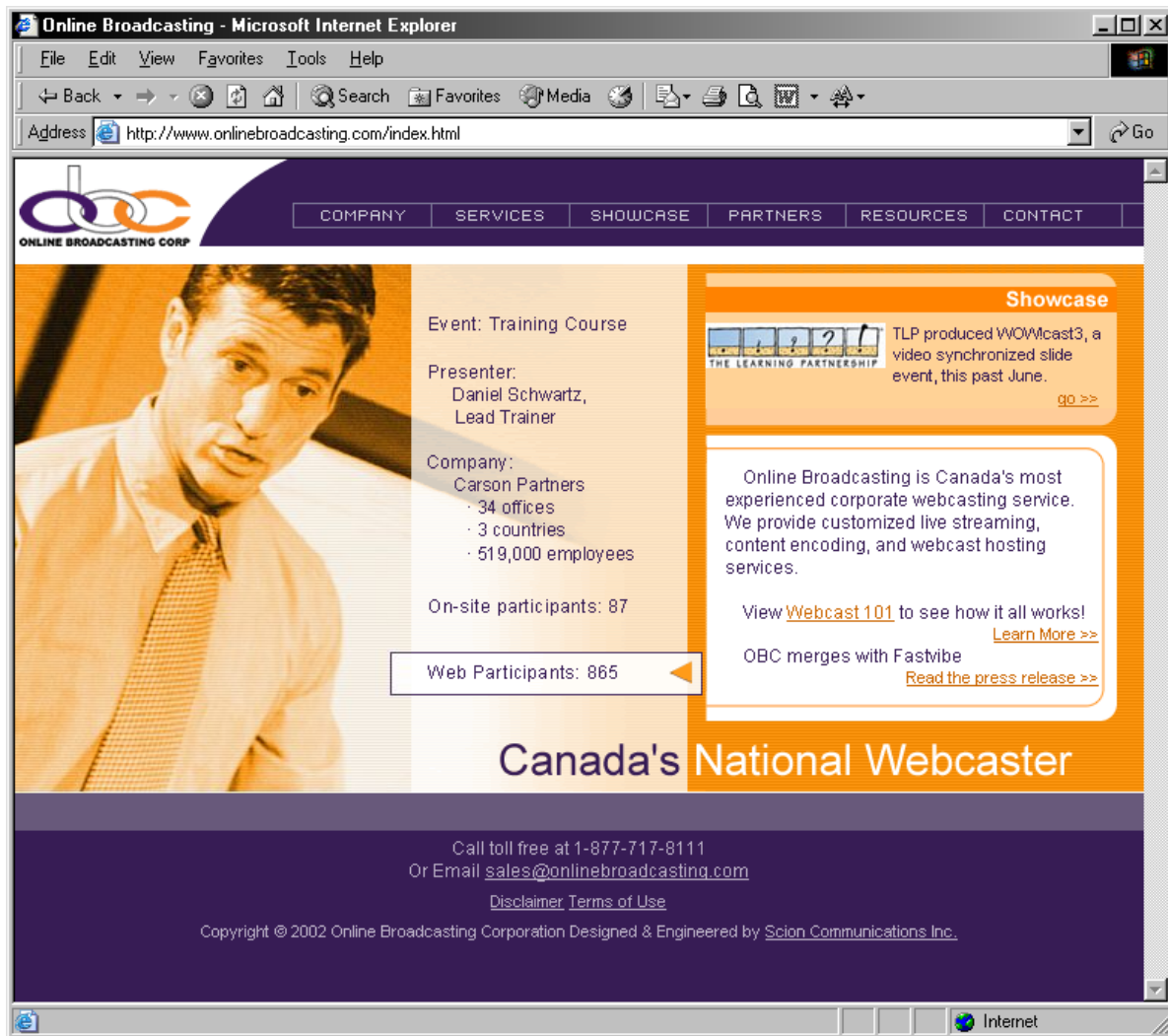
D. Online Broadcasting Corporation (OBC)

With its roots in Mediaco, an A/V production company, the Online Broadcasting Corporation (OBC) was founded in 1995 and has since produced thousands of Webcasts. OBC provides "end-to-end service by partnering with leading live event and AV production companies across Canada" which means they can offer fully customizable services" from "simple audio-only announcements, to large complex live video events with all the options."⁴

OBC Homepage

<http://www.onlinebroadcasting.com/index.html>

⁴ "About Online Broadcasting and Our Capabilities." Accessed on June 15, 2004. Available from: http://www.onlinebroadcasting.com/company_overview.htm.



OBC can offer live or on-demand Webcasting in Real or Windows Media Player formats or both, depending on the client's needs. Bandwidth is also flexible with OBC – they can format a Webcast for high or low bandwidth video or deliver a low bandwidth audio-only presentation.

Other additional features offered by OBC include:

- Registration of participants
- Slideshow (synchronized or user driven)
- Background information to supplement the Webcast. Anything that can be a link on a Webpage can be added (PDF, Excel, Word, etc.)
- Password protection
- Indexing
- Interactive Q&A conducted through an administrative interface where the moderator can screen the questions and pass them on either electronically on a screen or on printed-paper to the host.
- Polling is conducted within the slideshow window and results can be available immediately, in real-time, during the presentation.

- Security features include redundant servers and distribution is done through a network that adds more servers as the number of viewers climbs. To limit access, OBC can use passwords.
- Testing area: they have staging server they use to test before going live and it can be accessed by the client, if required.
- Translation / Multi-lingual: OBC can capture multiple feeds so the user can select which language to listen to. The representative was not sure if the subcontracting of translation services was possible, but added that the event organizers usually handle translation since they do it for the in-house audience, and that OBC can then pick up this audio feed, if required.
- Diagnostic tool checks users system for its specifications as the presentation loads.
- OBC remains behind the scenes. They host the Webcast on their server, but this is integrated into the client's Webpage.
- OBC can do remote capture if going on location is not feasible.

Technical support for the user brings up the attendees email client and s/he can send a question. It is typically not handled in-house, but OBC can provide this service for smaller Webcasts.

OBC offers industry standard metrics to clients, including: number of visitors and unique visitors, duration of viewing/listening, sources of visitor traffic, among others. Once again, the addition of a registration where specific information is asked of participants can help clients find out more about their audience.

Mediaco, the company that founded OBC is still a strong and frequent OBC partner. Mediaco has offices around the world and OBC is comfortable travelling to other countries to Webcast an event. The representative also added that a local contractor could capture the event and then send the *data* to OBC, which would minimize travel costs.

OBC is more slanted toward the technical and content acquisition end of the spectrum, as opposed to the A/V production end. However if post-production work was needed, such as a montage, mediaco would provide the service. However, OBC can easily produce a CD-ROM of the event, should the client wish. They would make the material on the disc more interactive using Flash presentations and this would result in a more sophisticated and polished product than the online Webcast.

The representative suggested that legal copyright issues were technical and complex, but added that OBC simply provides a service and that the content would remain the client's. However, the point is made that in any case, IDRC, in such agreements should ensure that this aspect of the contract is clear from the start on the matter that they do retain full rights to the material.

OBC does not typically get involved in the marketing of the event, but they can help with email invitations and reminders.

The Website did not offer a price card and when broached with the representative, he explained that there are too many variables at play in any given Webcast to make a general price scale. He did explain, however, that a basic, audio-only Webcast would cost about \$500.00. Video capturing would also depend on whether the final

product was a simple image in a player, or if it would be accompanied by a complete "Webpage," for the user interface, i.e., a place to show slides, give links and chapter headings etc. Additional features that would affect the cost, according to the Website are:

- Service option: will your event be live or served on-demand after the event, or both?
- Complexity: will content be captured from one source sequentially or from multiple sources simultaneously, such as several speakers in event break-out rooms?
- Format: do you want audience to have a choice of viewing in RealPlayer or Windows Real Media? (OBC packages offer one format, your choice.) Duration: will your event run 1 hour, 4 hours, or multiple days?
- Size: how big is the Webcast file to be stored and transferred to users?
- Packaging: how much development is needed to encode and "package" your presentation for the web?
- Options: do you need Registration & Log In? Question & Answer manager for live interactivity?

E. Insinc

Insinc, which was founded in 1997, positions its service in the following manner: "The growing demand for creative, Internet communication solutions requires skills in business strategy, database design, streaming media, interactive media, wide area networking and broadcast production to provide an integrated service offering." Based on the client list on its Website, Insinc seems to have more experience working with government clients than the other two companies above.

Like the above companies examined, Insinc can offer live or on-Demand (or both) Webcasting services in both Windows Media Player, Real Player, or Quick Time depending on client needs/preferences. Its Webcasts can be formatted for both high and low bandwidth users and Insinc can offer the following features to its clients:

- Registrations of participants
- Synchronized slide shows
- Background information such as a link to the presenter's Website are offered on the bottom of the Webcasts page.
- Passwords can be issued to control access to material. For example, Insinc is hosting the CTV news channel's on-line subscription service, which is password protected.
- Indexing
- Q&A and moderated chats
- Polling, including exit surveys
- Security features include redundant servers that go on-line if one fails. Insinc has servers in 60 countries around the globe to distribute Webcasts.
- Insinc sets up a testing page to allow the client to verify the user interface before it goes live.
- Multilingual / translation capacity: Insinc has often worked with multilingual Webcasts and can accommodate simultaneous or post-production translation in any language, including French, German and Spanish.
- Attendee systems diagnostic check

- The Webcast interface is designed by Insinc and completely customizable to the client's needs. It can appear embedded in the client's Web site for seamless navigation or in a pop-up window that identical in look and feel to the client's Web site.
- Additional features such as:
 - Locator: indexed media players to create an on-line menu (like a DVD) for user navigation.
 - Clipper: remote on-line (via the Web) editing tool allowing the client to easily add an index to a Webcast (archived or Live) in real time – while the presentation is unfolding - if needed. This is more cost effective than hiring Insinc to do this work.
 - Webconferencing room that clients can rent to conduct more intimate virtual exchanges, such as job interviews, for example.
 - VIDcast: a service that allows the client's Webcast to be integrated into a videoconference.

Insinc provides 24/7 technical support for its clients, many of whom are subscription based. Clients have a toll-free number that they can call to access a technician who can remotely access servers and computers to address problems that arise.

Insinc Homepage
<http://www.insinc.com/>



Insinc also provides clients with tools that measure audience response based on server statistics where clients can also see, in real-time who is online and watching the Webcast. The firm can also include any demographic or other information the client would like to learn about its audience in a registration form or an exit survey.

The client will always retain full rights to all materials Webcast by Insinc.

Marketing assistance is also possible. Insinc will send users a registration email, followed by an email notification 24 hours beforehand. After the Webcast, the company sends participants a follow-up email with a link to the archived Webcast.

In general, Insinc seems to be more focused on technology and capturing, but the production manager, but the firm frequently partners with an A/V company with a full editing suite and therefore, producing value added materials like a montage or a CD-ROM is well within Insinc's capabilities.

The firm can also travel to international destinations. Their office in Austria could position them well for work in Western Europe.

Pricing Webcasting services is not easy because of the great number of variables involved. However, a basic one hour, live Webcast of a presentation, for example, with synchronized slides would cost in the area of \$3,500 to \$4,500 depending on format, the interface and other issues.

F. Summary of Strengths and Weaknesses

Company	Strengths	Weaknesses
Sussex Place	<ul style="list-style-type: none"> • Offers the standard array of features 	<ul style="list-style-type: none"> • Is not primarily a Webcasting provider
	<ul style="list-style-type: none"> • Firmly rooted in documentary and A/V production 	<ul style="list-style-type: none"> • No automated user system diagnostic
	<ul style="list-style-type: none"> • Has often worked with IDRC and therefore understand the context 	
	<ul style="list-style-type: none"> • Can provide 24/7 user technical assistance 	
	<ul style="list-style-type: none"> • Multilingual work experience with IDRC 	
	<ul style="list-style-type: none"> • Has office / contact in Ottawa 	
Max Digital	<ul style="list-style-type: none"> • Offers the standard array of features 	<ul style="list-style-type: none"> • Player is licensed to the client
	<ul style="list-style-type: none"> • Well developed security features for controlled access 	<ul style="list-style-type: none"> • No automated user system diagnostic.
	<ul style="list-style-type: none"> • Located in Ottawa 	<ul style="list-style-type: none"> • Not primarily an A/V production company
	<ul style="list-style-type: none"> • Experienced working with IDRC 	
	<ul style="list-style-type: none"> • Multilingual work experience with the federal government 	
Streamlogics	<ul style="list-style-type: none"> • Offers the standard array of features 	<ul style="list-style-type: none"> • Has some government experience, but not extensive (compared to Insinc)
	<ul style="list-style-type: none"> • Strong multilingual experience, especially in French and English 	<ul style="list-style-type: none"> • Does not have a representative in Ottawa (Montreal and Toronto are closest).
	<ul style="list-style-type: none"> • Understanding of accessibility issues on the Web 	<ul style="list-style-type: none"> • Not a production company first and foremost
	<ul style="list-style-type: none"> • Team of employees with strong A/V production experience and affiliation with A/V staging and production company 	
	<ul style="list-style-type: none"> • Offers a press release service as part of its marketing / communications work 	
	<ul style="list-style-type: none"> • Reporting feature (based on Internet research) seems most comprehensive 	
OBC	<ul style="list-style-type: none"> • Offers the standard array of features 	<ul style="list-style-type: none"> • Not a production company first and foremost – more slanted toward content acquisition
	<ul style="list-style-type: none"> • Evolved out of an A/V production company 	<ul style="list-style-type: none"> • Less experienced with multilingual and translation services
	<ul style="list-style-type: none"> • Can produce value-added CD-ROM of Webcast 	
	<ul style="list-style-type: none"> • Has an Ottawa contact / office 	
Insinc	<ul style="list-style-type: none"> • Has much government experience. 	<ul style="list-style-type: none"> • Does not have a representative in Ottawa (Toronto is closest office).
	<ul style="list-style-type: none"> • Has a European office potentially facilitating work abroad 	<ul style="list-style-type: none"> • Not a production company first and foremost

	<ul style="list-style-type: none">• Offers technical features not found on other company sites (Locator, Clipper, Vidcast, Webconferencing room).	<ul style="list-style-type: none">• Mostly works with subscription-based clients (Webcasting the BC legislature or CTV newsmag for example)
	<ul style="list-style-type: none">• Much multilingual / translation experience	
	<ul style="list-style-type: none">• 24/7 technical support for clients	

Best Practices

The list of best practices outlined below was discovered through Intoinfo's research. They are offered with the following caveat: this list is not meant to be exhaustive, but rather to represent an extraction of what was collected during this research process. Indeed, from the outset, we can safely say that although best practices do exist, no two Webcasts are alike, and consequently, this must be taken into consideration when selecting and designing an approach.

Best Practice #1 - Get buy-in and support from top.

The importance of building support from upper management cannot be overstated. Without this expressed commitment (and enthusiasm) projects can remain stalled. To illustrate the point, one interviewee indicated that his Webcasting project was short of funds and would have never gotten "off the ground" had it not been for the commitment of IDRC's president, Maureen O'Neil, to provide the funds and support to see the project through.

Best Practice #2 - Plan, Plan, Plan.

Time and again, interviewees indicated that the actual Webcast is much like the tip of the iceberg - it does not readily give away all the preparatory work that went into it. The logistics of such an event can be overwhelming and so it's important that they be carefully and meticulously organized beforehand. Below is a list of some issues that need to be considered. Each was obtained through the interviews.

- Ensure that the crew has the proper documentation (passes) to access the event so that filming will not be hindered.
- Ensure that the turnaround time for publication considers translation time (if required).
- Get the provider involved in discussions as early as possible to ensure the "needs" and "wants" of the project are prioritized and logistically achievable.
- Allow sufficient time for the Webcast crew to see the venue in order to plan the logistics of capturing, such as lighting, filming, interviews etc. One interviewee indicated that the provider actually visited the venue before submitting the proposal for the project. This also underlines the importance of having a "reporter-friendly" venue so that audio and video feeds can be easily accessed.

Best Practice #3 - Strategy, not technology should lead the initiative.

In approaching a Webcast project, it is important to "think like a marketer," explained an interviewee with a wealth of experience in IDRC Webcasting. This includes thinking about the product strategically – its uses and benefits both long and short term.

In order to do this effectively, it is important to get the input of Communications from the very beginning. This will ensure that strategic concerns are guiding the

initiative, rather than technological ability, which is secondary. Some of the key questions that need to be asked from the start are:

- Who are we trying to reach? Is the product for internal or external communications?
- Why are we trying to reach them?
- How will we measure success? (metrics)

In fact these questions should be asked before the decision to Webcast is made. In other words, first the goals must be identified. From these, the decision is then made to use Webcasting or not based on its ability to produce a successful outcome (meet the criteria for success outlined at the beginning). Sorting out these issues can be done by seeking the input of communications at the earliest stages of the project.

Best Practice #4 - Know your audience.

This best practice is part of the above point concerning strategy, however, it is a research question of such fundamental importance that it is being treated separately. It is necessary for the project lead to know that Webcasting is the appropriate medium for the audience they are trying to reach. This is also crucial for IDRC which, in working with the South, confronts connectivity issues among its stakeholders on a regular basis.

One interviewee noted that prior to the Kyoto Webcast, an end-user needs assessment should have been conducted to better identify the appropriateness of:

- **Content** – which parts of the program are most worth Webcasting? Which are not?
- **Format** - How long should the segments be – full and unedited or edited samples to convey a message?
- **Media** – Which medium is most appropriate? Will the target audience have access? If not, is Webcasting appropriate, does it need to be supplemented with other media, e.g., a CD-ROM of the Webcast, or audio only options?
- **Technology** – Does the target audience have the appropriate technological infrastructure? Are they connected? Are there firewall/security issues for streaming video? Are connection speeds high enough?

This kind of assessment has not yet been done at IDRC, but in future cases, should be budgeted (time and funds) in the project plan.

Best Practice #5 - Choose a provider with production experience.

As one interviewee explained, “a Webcast is not a home movie” – meaning that the final product must be of high quality with good production values. This aspect is very important given IDRC’s context as an internationally renowned research institute. A good product supports the credibility of the Centre. The service provider that was interviewed indicated that understanding the technology issues (server, coding), though important, is secondary to having the production experience.

This point also speaks to the professionalism of the provider. When any purchase is made, the goal is to find the point at which price and quality are maximized. This includes:

- Listening to the client’s (IDRC’s) needs and understanding them and their audience: A Webcast for IDRC does not necessarily have the same goal as a Webcast for a Royal Bank shareholder’s meeting and it’s vital that the provider understand this distinction.
- Going the extra mile to guarantee client satisfaction: One interviewee described how the provider reformatted the Webcast page because the way the speakers

had been filmed, they were looking to the right when viewed on computer monitor. However, the synchronized presentation slides appeared on the left and this created a dissonance in the viewing experience. As such, the provider, without adding cost to the project, reformatted the presentation to have the slides appear to the right to create greater harmony between speaker and slide.

- Bringing innovative solutions to the table: As a way to overcome the connectivity problem of its Southern audience, the Ecohealth Forum produced 500 CDs for distribution to attendees and this idea was proposed by the service provider, not IDRC.
- Staying available after the event to address any technical problems that may arise: This can relate to post-production or hosting issues, among others. It is important that the provider make him/herself available to address any challenges that arise.
- The ability to communicate and work well with the event coordination team: The Webcast production team will not be the same as the event coordination team and in order to ensure that both aspects run as smoothly as possible, it is vital that the service provider be an effective communicator who can work and coordinate well with the event planners.

Best Practice #6 - Establish a project lead from IDRC to coordinate with the service provider.

The Ecohealth Webcast was headed by one person at IDRC. This project manager handled the communication between the centre and the service provider. This is not to say that the project manager worked alone with the provider, for this person worked with her team to meet the stated objectives of the project. However, it illustrates the importance of having one point of contact between the client and the provider. This allows communication to be streamlined and minimizes the possibility of miscommunication between the client and the contractor.

Best Practice #7 - Webcasting is a tool among many and should not stand alone.

This point, in part relates to IDRC's mandate as a centre that promotes and disseminates research while building capacity in the South. This, explained one interviewee, means that video is not enough and that text - reports, publications, presentations - must also be available to support the video to show that the intellectual content is there as well and to give users choice regarding how they wish to access and absorb the information. Creating a site that provides Webcasts as part of a larger offering lends the project more intellectual credibility and this is central to the IDRC mission. What is more, offering transcripts or accompanying research papers also provides users with a tangible reference.

It is helpful for the project manager to appoint one person, a documents manager, charged with gathering a paper and an electronic version of each speaker's presentation. Unless this is done in a systematic and persistent way, Webcasts will often have to be posted while awaiting the documentation.

Concerning accessibility, it would be important for the accompanying documentation to be available in multiple formats so that people accessing the Internet with adaptive technology could read the documents. For example, if all of the research materials were in PDF, individuals using screen readers would be unable to read the documents.

As an extension of the above thought, the Internet should also be considered an information dissemination tool among other tools to which the Centre has access. When connectivity is a problem, as it often is with many Southern partners, video files can be difficult to stream or download before viewing. To minimize this problem, the Ecohealth conference produced compact discs of the Web site (including Webcasts) that were distributed to all conference attendees and to any other people who wanted them. A CD-ROM gives an alternate access point to the material for those who have difficulty accessing the Internet.

Best Practice #8 - Think of the long-term potential of the product before the project is started.

In order to maximize the value of the Webcast investment, planners should look as far ahead as they can and anticipate and plan for a variety of future uses for the material that the Webcast will generate. For example, once the Web site is up, parts of the Webcast can be useful as raw data for further marketing materials such as a montage. The point is that the project does not come to an end once the Webcast is posted to the Internet because long after the event is over and captured, the material can find new roles as a knowledge management tool, for example as training material or simply as an archive of IDRC activities.

This point also underscores the importance of ensuring that IDRC always retains the full rights to the material captured at the conference since not doing so could severely limit the Centre's ability to use the material for future endeavours.

Best Practice #9 - Be selective in what you decide to Webcast.

Due to the comparatively high price of Webcasting with other forms of information dissemination (such as a static Web site or print), managers should establish clear criteria for content selection and prioritize objectives according to these. These criteria will depend on budget, target audience and a host of other factors related to the strategic objectives of the project.

At a previous IDRC Webcast, one interviewee indicated, the team attempted to film too much material, which overwhelmed other behind-the-scenes resources. If the goal is to motivate potential donors, then perhaps eminent speakers such as Nobel Laureates are a better subject. On the other hand, if the goal is to share learning among community based organizations in India about the results of an irrigation study conducted in North Africa, this case might call for people who are working "in the field."

As one participant said, "you need a hook" – that is, an aspect of the Webcast that will captivate the desired audience. This again illustrates why it is important to ensure that Communications has a seat at the table as early as possible.

The Future of Webcasting at IDRC

Webcasting is a tool, like a report, a computer or a meeting that can be deployed by the Centre for a host of reasons. In some instances, Webcasting could be a useful tool, whereas in others, resources might be better allocated elsewhere.

This report, at the outset reviewed IDRC's mandate to "encourage, support and conduct research" with one of the goals to "foster and support the production,

dissemination, and application of research results." In this context, Webcasting is very much a tool that can be deployed to meet these ends.

However, this does not mean that Webcasting should be used in every instance possible. As research has indicated, this is simply not economically feasible. What IDRC needs, rather, is an understanding of the tool and a framework with which it can assess the different opportunities that present themselves to see if Webcasting is appropriate.

This section of the report lists some key issues that should be considered before deciding to move forward with a Webcast. It will also list the steps needed to ultimately set up a successful Webcast, once the decision to have one has been made.

A. Steps to Webcasting

What follows is a series of steps to a organizing a successful Webcast.⁵ However before reaching this point, organizers must first decide if Webcasting is the appropriate tool to use for a given event. The answers to several questions can help isolate a clear answer.

Step 1: Decide if Webcasting is appropriate.

There are many features⁶ that make Webcasting a valuable tool suited to a variety of purposes. Depending on the relative importance of each feature below, Webcasting might prove to be the most effective way of achieving stated goals. Some of the features offered by Webcasting include:

- Speed and Reach: Webcasts can "get the word out" quickly and have a vast reach potential.
- Control and Knowledge of Audience: Registration forms and the issuing passwords (generic or unique) allows organizers to control or limit access to Webcasts, if so desired. Furthermore, the registration form can ask for any information (demographic or otherwise in required or non-required fields) allowing organizers to better understand their audience.
- Convenience: When Webcasts are archived, users can see them on-demand at their convenience from almost anywhere.
- Measurement: The Web usage statistics generated by viewers can shed much light on how the Webcast is being used and by whom. Combined with a registration form, the potential level of detail is great.
- Information Management: Not only does Webcasting provide a wonderful and vivid record of an event for future reference, but the indexing features allows a greater level of granularity in metadata, making classification, search, and retrieval more powerful.⁷

⁵ The steps listed below are based on various sources: "Eight Steps to a Successful Webcast: An Event Planner's Guide," by Streamlogics. Accessed on June 15, 2004. Available from: <http://www.tor.activate.net/8steps/>. "Planning your Webcast" by Online Broadcasting Corporation. Accessed on June 14, 2004. Available from http://www.onlinebroadcasting.com/resources_planning.htm.

⁶ Unless indicated otherwise, this discussion is based on "Why Webcast?" by On-Line Broadcasting Corp. Accessed on June 15, 2004. Available from www.onlinebroadcasting.com/service_why.htm.

⁷ This point was made in reference to the readings (listed in the methodology) by Metagroup analyst, John Gotta and elaborated upon in an interview with the author on June 10, 2004.

- Economy: This point is certainly debatable and Webcasting may not always be economical when compared with other options. However, when comparing with the cost of travel to the recipient, there is certainly a tremendous advantage. This may not save IDRC money, but its stakeholders and partners from the South with few funds at their disposal would certainly benefit.⁸

However, these must be assessed against the overarching goals of the event, which largely rests on two factors (outside of finances): the purpose of the event and the audience to which it is directed.

Purpose

- What would be the goal of the Webcast?
 - To extend the reach of a product/event?
 - To produce an unmediated recounting of an event or to create a marketing communications piece summarizing the success of an event?
 - To raise the profile of the Centre among stakeholders and partners?
 - To engage participants, viewers and stakeholders?
 - To produce an archive of an event?
 - To train IDRC employees (internal) or stakeholders (external)?
 - To generate raw material from which future communications pieces can be produced?

For each question, Webcasting must be evaluated in reference to other communications options that could also have similar effects, such as print or non-streaming Web content, for example.

Audience

- What is the size of the audience?
 - Large audiences (large conferences addressed to a broad range of stakeholders) could be more easy to cost-justify, if broad reach is an important goal, than Webcasting a small gathering destined to be viewed by only a handful of people
- Can the potential viewing audience access the material?
 - For example, Southern partners may have connectivity issues, in which case a CD-ROM should be included if the decision to Webcast is made and this must be factored into the costs.
 - If it is a Northern audience such as a Canadian federal government department, access may also be limited by firewalls. If this is the case, Webcasting may not increase the audience.

When examining the potential value brought to an event by a Webcast it is necessary to involve Communications in the discussion as early as possible to identify the answers to these questions and to raise other strategic issues. The point is to make Webcasting part of an overall strategy involving other media and not to Webcast simply because the technology or the funds are available.

⁸ See, for example, "Best Practices: Reduce Travel Expenses with Webcasting," Accessed on May 19, 2004. Available from www.dis.wa.gov/bestpractices/bestpracticeswebcast.htm.

Step 2: Determine the goals / metrics for success.

Once the decision to Webcast has been made, the organizer must reaffirm the goals of the Webcast and related success metrics. Metrics can be broken down into hard (statistical/quantitative) or soft (qualitative) measures.

For example, hard metrics can include:

- The number of participants
- Average viewing time
- Audience interaction (number of questions asked)
- Reduction of travel costs?
- Positive Feedback from audience / participants via user exit surveys
 - Did they enjoy it?
 - Did they learn/benefit from it?
 - How will they apply/use the material in their work?
- Press Coverage (how many news stories were generated by the Webcast?)
- Cost per person: includes the Webcast production costs, storage and streaming costs divided by the number of persons viewing.
- Cost per hour: includes the Webcast production costs, storage and streaming costs divided by the number of person-hours (Number of viewers X average viewing time).⁹
- Percentage of overall event budget: It may be useful to establish a benchmark of dissemination costs not exceeding a given percentage of the total cost of the event

Examples of soft metrics include:

- Impact: The goal of IDRC is to have policy impacts in its programming areas. The Centre can measure to what extent Webcasting helps to mobilize policy decisions or to generate buy-in among those who make such decisions.
- Was the Webcasting project at the conference well received? Did it generate participation, interest, excitement? This can be measured by anecdotal evidence or with concrete facts such as, "Did IDRC establish any new programming partnerships in areas where it previously was not so heavily involved? Were new contacts established?"
- Client Satisfaction, as assessed by a survey of those who viewed the Webcast.
- Does the Webcast highlight the technological capabilities of the Centre? Does it enhance its reputation in this area? Is the final product sophisticated?

Step 3: State the audience size and make-Up.

Though the prior step of deciding whether or not to Webcast will be based in part on audience composition and characteristics, it is important to confirm this fundamental point.

It is at this point that an audience assessment should be undertaken to confirm that the actual audience will match the anticipated audience along the lines of content, format, media, and technology. From these findings, adjustments can be made to the Webcast (content, interface features etc.)

Step 4: Select the vendor.

Some criteria to consider when selecting a vendor include:

- Is their system reliable (redundancy, security if needed)?

⁹ The measures for "cost per hour" and "cost per person" are available from "Now, What's MY Webcasting ROI?" in Webcaster's Almanac. Accessed on May 19, 2004. Available from www.webcastersalmanac.com/feat_whatsmyroi.htm.

- Do they offer the range of tools / features needed for the Webcast?
- What form of technical support do they offer the user, the organizers?
- What reporting tools (metrics) can they offer the client?
- Do they offer a comprehensive (end-to-end) service?
- Are they experienced?
- Do they understand the IDRC context/audience?
- Are they reasonably priced?

Step 6, selecting the format and features, should also take place at this stage, or just before. IDRC should formulate a preliminary thoughts on the types of features it would like to have in order to get an accurate price quoted from potential vendors. This would impact on the final decision. Based on this, a choice of vendors can be made and the format and features confirmed in further discussions with the vendor in Step 6.

For additional selection criteria, please refer to the list developed for the Webcast Provider Evaluations in [Appendix C](#).

Step 5: Determine the venue.

Though Webcasts can be held from almost anywhere in the world, the actual venue can impact on its quality (lighting, sound) and greatly influence the logistics of the process. For this reason, it is important, once a vendor has been selected, in Step 4, to get them to see the venue so they can assist organizers in planning accordingly. For example, the venue should be “journalist friendly” which means that it provides good vantage points for filming and easily accessible audio and video feeds.

The vendor’s viewpoints should also be sought for all remaining steps.

Step 6: Select the format and features.

Selecting features and formats will depend on the needs of the audience, the requirements of the content, the vendor’s capabilities, and the budget.

- Audio or Video: If the material is not very dynamic or there may not be a need for a full motion view of the presenter. An audio Webcast presents two significant advantages:
 - Costs are reduced because there is no need for a film crew.
 - Audio-only requires less bandwidth than video and is therefore more easily accessible to viewers where connectivity is poor.
- Live or On-Demand: Choosing between a live Webcast and an archived Webcast (for on-demand viewing) depends on budget (live is more expensive), but it also depends on the time sensitivity of the material. Material that is not time sensitive should not be Webcast live as the extra cost is not justified.
- Length of Sessions: If the Webcast is of a conference, as was the case in all previous IDRC Webcasts, organizers should, at this point, also have a firm idea of which segments are to be captured and the length of the distinct pieces. This will also depend on the goals of the Webcast (which may differ from those of the conference itself) and the intended audience. For example, if the Webcast is intended as a communications piece, perhaps one of the higher profile speakers should be Webcast. However, if the purpose is to disseminate specific findings in an area of research (to share information), then the Webcast would better meet those ends if a

technical lecture was captured. In most cases, organizers will not be able to Webcast all sessions. For this reason it is important to have such criteria in place in order to expedite the selection process.

- Required Features: These will depend on budget, since costs escalate with the number of features offered by a Webcast. However, aside from cost other variables will determine which features your Webcast will require. Some of the features reviewed in the vendor evaluations include:
 - Registration for participants (complete a form prior to viewing). This could be required if organizers wish to learn more about the audience. Its use must be tempered with an awareness that it could dissuade viewership – the likelihood of which increases as does the length of the form.
 - A Slideshow (either synchronized or viewer controlled) is almost a standard feature with all Webcasts and should be considered to add context to a presentation.
 - Background materials in (documents, links, etc.). These are especially important for IDRC, which as a research organization must always have the substantive material available to provide context and support for the “flash” of a Webcast.
 - Password protection for controlled access is used only for sensitive material and would not likely be required by IDRC since most of its Webcasts have been public. However, if future uses of Webcasting (or in this case Web conferencing¹⁰) are for internal purposes (e.g., Team Meetings) then controlled access could become a factor.
 - Interactive features like question and answers or tests and polling are more likely during a live Webcast.
 - Translation / multilingual capacity is a very important feature for IDRC since much of its work takes place in multilingual settings (the IDRC Website is in French, English and Spanish). This feature is relatively costly and one Webcast provider indicated that translation was an added 30% to the cost of the same Webcast in one language. Therefore, the need for access will have to be weighed against the added cost.

Step 7: Develop a marketing strategy.

Long before the Webcast takes place, organizers will have to think about how they will attract / inform viewers with a marketing strategy. Again, this step will very much depend on the purpose and audience of the Webcast. To illustrate the point, the marketing strategy for an internal Webcast, such as a meeting (or a Web conference) would be very different than the strategy for the Webcast of an international conference in both its nature and extensiveness.

This strategy will include, via the Web such things as linking strategies, email campaigns and reminders, an “Invite a friend” button. These features will also have to be integrated into the non-Web marketing plan that could involve direct mail, print ads (e.g., posters) etc.

¹⁰ A Web conference can be defined as “A conference conducted via the World Wide Web between two or more participants in different locations. Text, audio or video may be used to communicate in “real time” or in an asynchronous environment.” Accessed on June 18, 2004. Available from lscce.fl.us/library/lis2004/glossary.htm.

Step 8: Hold the Event / Webcast.

This is when it all comes together – when detailed planning yields results. Communication between organizers and Webcast providers is likely the one tool that will be most relied upon on this phase. It is essential in dealing with the myriad challenges and surprises that arise in an event of this nature.

Step 9: Evaluate the Webcast.

Step 9 is the logical extension to and follow through on the first and second steps.

The organizers will:

- Obtain feedback from users/participants via an exit survey to gauge the level of satisfaction from users;
- Hold a *post mortem* discussion with the provider to get feedback and learn from the experience; and
- Evaluate the success of the event based on the goals and metrics established in the first step.

B. Potential Uses

During the interviews, participants were asked to identify future situations, besides conferences, where they felt Webcasting might be applicable. Some of their responses were:

- To Publicize a message from the president
- Internal use to connect regional offices to meetings, or as one participant to transmit the Evaluation Unit Meeting if June of 2004 (an event now passed, but useful by way of illustration, nonetheless.¹¹)
- To publicize events like a book launch

These are viable possibilities, but the appropriateness of Webcasting each case would have to be individually assessed on its ability to meet the stated goals of the event. This can be done by following the first step as outlined above.

Conclusion

During the interviews, a common theme was that Webcasting was an “important resource.” One participant also indicated that it has now become part of the on-line landscape and that once an organization decides to go on-line with a Website, “it then follows that video will be a useful part of that presence... video is now part of the package.” What this points to is not a reality where all on-line materials must have an A/V streamed equivalent. Rather, it highlights the importance of having a framework in place for discriminating between which application of Webcasting best serves the interests of IDRC and its stakeholders.

This report has looked at IDRC’s previous Webcasting experiences and resulting best practices. It has illustrated through four case studies, how other organizations employ the medium. Also included is a series of five Webcast provider evaluations in order to provide an overview of part of this landscape. Finally, it concludes with a step-by-step framework to help formalize both, the decision-making process for deploying the Webcast tool and the Webcasting process itself.

¹¹ These events would likely be more appropriate for Web conferencing where the focus is on several-to-several communication, rather than one-to-many communication.

In the past, IDRC has committed to Webcasting some of its content. Looking ahead, this framework will provide the organization with the needed tools to more systematically assess how Webcasting can be a part of its on-line and organizational landscape.

Appendix A: Case Studies and Findings

Case Studies were selected based on the interview findings and on Internet research. Intoinfo, in selecting B-Span and the Kaiser Foundation attempted to examine Webcasts from organizations that had mandates similar to IDRC's. The exception is Ebiz-Q, which was selected precisely because it represents an experience outside of the field of development. Though the UN's World Summit on Sustainable Development was examined, it was not developed into a full case study because it was not as developed Webcast as the other four were.

A. Preliminary List of Case studies

B-Span - The World Banks Webcasting Station

<http://info.worldbank.org/etools/bspan/index.asp>

Overseas Development Institute (UK)

http://www.odi.org.uk/speeches/future_of_aid/meeting_report_14january04.html

UNEP – World Summit on Sustainable Development

<http://www.unep.org/wssd/Default.asp>

Kaiser Foundation Healthcast

http://www.kaisernetwork.org/health_cast/hcast_index.cfm

EBIZ Q - Developing an Application Integration Architecture

URL: http://expoq.unisfair.com/remind.jsp?event_type=Lecture&event_id=2028

B. Criteria

1. Description of the project (major objectives, project goals).
 - a. Was it live or archived or both?
 - b. Was it A/V or just audio
2. Identification and description of the lead organization(s) and project coordinator(s) who started this initiative. Identification of the current partners involved in this project.
3. Was the event promoted? If so how? (BIG for David)
4. Description of the needs and/or challenges the Webcast/project needed to address. (Could repeat Q. 1)
5. Explanation of how the Webcast/project addressed these needs/challenges.
6. Identification of challenges faced along the way and description of the solutions that were taken to rectify them (if available). (David said not to spend too much time here.)
7. Identification of the results of the project to date. Highlight some of the innovative and unique features, tools, content or infrastructure that have been developed by this Webcast/project.
8. Did the Webcast offer any interactive features such as live questions during the Webcast?
9. Description of some of the best practices and lessons learned observed on the site.

- 10. Description of future plans for the Webcast.
- 11. Do they offer clients metrics for success?

The report will also include screen grabs of the different Webcast sites. The Table below will list the 11 criteria in the far left column and each Webcast will be described in the subsequent columns

Criteria	B-Span: The World Banks Webcasting Station http://info.worldbank.org/etools/bspan/index.asp	Overseas Development Institute (UK) http://www.odi.org.uk/speeches/future_of_aid/index.html & http://www.odi.org.uk/RAPID/Meetings/Evidence/Meeting_1.html	Kaiser Foundation Healthcast http://www.kaisernetwork.org/healthcast/hcast_index.cfm	EBIZ Q: Title: Developing an Application Integration Architecture Date: June 2, 2004 Time: 12:00 PM EDT URL: http://expoq.unisfair.com/remind.jsp?event_type=Lecture&event_id=2028
1. Description of the project (major objectives, project goals).	<ul style="list-style-type: none"> B-SPAN is an internet-based broadcasting station that presents World Bank seminars, workshops, and conferences on a variety of sustainable development and poverty reduction issues. The worldbank holds many seminars, talks etc that only a few people can attend. B-SPAN seeks to fill this gap by allowing those with Internet access, both Bank staff unable to attend and those outside the Bank to watch these seminars. They can be contracted to do Webcasting for events. 	<ul style="list-style-type: none"> "ODI is Britain's leading independent think-tank on international development and humanitarian issues. Our mission is to inspire and inform policy and practice which lead to the reduction of poverty, the alleviation of suffering and the achievement of sustainable livelihoods in developing countries. We do this by locking together high-quality applied research, practical policy advice, and policy-focused dissemination (my emphasis) and debate. We work with partners in the public and private sectors, in both developing and developed countries." <p>The "Meetings" section of the ODI Site is dedicated to posting these results (some are just audio, while older ones are just text)</p>	<ul style="list-style-type: none"> "As the webcasting service of kaisernetwork.org, HealthCast streams a wide range of health policy events, including seminars, conferences, press briefings, and congressional hearings. HealthCast provides live and archived coverage of events on various subjects, such as Medicare, Medicaid, prescription drugs, patients' rights, global HIV/AIDS, and reproductive health." "The mission of the Kaiser Family Foundation is to provide timely, reliable, and non-partisan information on national health issues to policymakers, the media, and the general public." "Kaisernetwork.org is the premier online resource for timely and in-depth coverage of health policy news, debates and discussions. This free and comprehensive multimedia service connects users to the events, people, information, and research that shape health policy." "HealthCast's mission is to provide live coverage of and archival access to health policy events of interest to policymakers, the media, academics and health interest groups. HealthCast provides free online coverage of events, such as press conferences, briefings, seminars, and congressional hearings. The editorial board and staff make every effort to cover a broad range of events sponsored by government, business, labor, academic institutions, non-profit organizations and foundations." <p>So Webcasting fits in well with this mandate...</p>	<ul style="list-style-type: none"> ebizQ is the definitive venue for business and IT professionals, vendors, and industry analysts with the need to exchange information on business integration technologies, problems, and solutions. We are singularly focused on business integration, providing the most comprehensive and timely information available on vendors, products, market directions, best practices, and any other industry element that comes into play. ebizQ communicates with its audience through the ebizQ Web site, the Virtual Integration Conference, and the Integration Insider magazine. All of ebizQ's content through each of its channels is freely available to subscribers. ebizQ provides you with access to the largest audience of highly specialized, qualified business and technology professionals directly involved in integration related purchase decisions. They are actively seeking information, and researching new solutions to solve business and regulatory pains. <p>METRICS</p> <p>ebizQ reaches over 100,000 people each month:</p> <ul style="list-style-type: none"> 74,000 Gold Club Members 51,000 Direct opt-in email subscribers 50% have decision-making positions 33% are from Fortune 1000 Companies Over 50% are involved in Integration Purchase Decisions <ul style="list-style-type: none"> ebizQ offers a unique set of solutions for reaching buyers that are all integrated, comprehensive, and measurable. They can be used to educate the marketplace, strengthen your

				<p>brand and product reputation, and to generate targeted, qualified leads. ebizQ gives you the opportunity to express your message in multiple related media, combining marketing and informational presentations in such a way that the persuasion is always convincing.</p> <ul style="list-style-type: none"> • ebizQ has 9 media vehicles you can use to reach integration technology buyers, one of which is Webcasting • Live, compelling, exciting, interactive – The ebizQ Webinar Series gives you the chance to sponsor hour-long webcasts of your content, supporting your marketing message. Choose your speaker from the roster of industry experts. Then watch the streaming audio and PowerPoint presentations arrive in real-time to attendees' browsers. Attendees can ask questions, participate in interactive polls, and chat with each other. And the show doesn't end there. Right after the broadcast, each webinar is archived, ready for instant replay. It never stops performing for you, sending contact information for all attendees directly to your download page on the ebizQ Partner Portal.
a. Was it live or archived or both?	<ul style="list-style-type: none"> • Archived • They have a calendar section, which may include upcoming live stuff, but it doesn't work. • The mainpage says it will be live Webcasting a session, but does not say when. It also says that the capacity may be reached and so not everyone will get access. For those who don't, they can watch the archive. 	<ul style="list-style-type: none"> • Archived (non streaming) 	<ul style="list-style-type: none"> • Both live and archived 	<ul style="list-style-type: none"> •
b. Was it A/V or just audio	<ul style="list-style-type: none"> • High speed, low speed and just audio on RealPlayer only. 	<ul style="list-style-type: none"> • Real Video and Real Audio 	<ul style="list-style-type: none"> • A/V in Real or Windows media player. When you view your first video it asks you which you want your default to be, you select and it automatically does it for future times. 	<ul style="list-style-type: none"> • It's audio only with follow along synchronized PPT presentation and I'm not sure yet which player it uses.
2. Identification and description of the lead organization(s) and project coordinator(s)	World Bank: the B-Span Team is composed of a Producer, a writer/editor and a project manager.	<ul style="list-style-type: none"> • Not explained... just ODI -> meetings. 	<ul style="list-style-type: none"> • See #1 above. Started by Kaiser Foundation 	<ul style="list-style-type: none"> • Ebiz Q does it to market its products, I guess.

who started this initiative. Identification of the current partners involved in this project.				
3. Was the event promoted? If so how? (BIG for David)	<ul style="list-style-type: none"> B-Span promotes upcoming Webcasts on its homepage, but other than that, there doesn't seem to be any promotion. 	<ul style="list-style-type: none"> Beyond the Web site, there seems to be no promotion for upcoming meetings. For the one meeting on the site that's not occurred yet, it offers a contact email only. The mainpage for "Meetings" lists upcoming stuff and below you can scroll down to access the archives. 	<ul style="list-style-type: none"> They are promoted on the Webcast site and you can go to the calendar to see what's upcoming. You can also register for email notification. 	<ul style="list-style-type: none"> They send an email to registered subscribers.
4. Description of the needs and/or challenges the Webcast/project needed to address. (Could repeat Q. 1)	<ul style="list-style-type: none"> B-SPAN provides transparency and accountability by showing unedited footage of the latest thinking and practices by policymakers on issues affecting developing world stakeholders. (They emphasize the unedited part) 	<ul style="list-style-type: none"> Not addressed on the site 	<ul style="list-style-type: none"> To make Health policy information available (free of charge) to a broad range of audiences: policymakers, the media, academics and health interest groups. To connect "users to the events, people, information, and research that shape health policy." le, information dissemination 	<ul style="list-style-type: none"> N/a
5. Explanation of how the Webcast/project addressed these needs/challenges.	<ul style="list-style-type: none"> One of the goals is "B-SPAN lends authenticity to these broadcasts, free from the traditional extensive editing and post-production efforts that "polish" the final product by erasing glitches, misspeaks and inaccuracies." 	<ul style="list-style-type: none"> Not addressed on the site 	<ul style="list-style-type: none"> By being accessible 	<ul style="list-style-type: none"> N/a
6. Identification of challenges faced along the way and description of the solutions that were taken to rectify them (if available). (David said not to spend too much time here.)	<ul style="list-style-type: none"> No explanation here 	<ul style="list-style-type: none"> No explanation here 	<ul style="list-style-type: none"> Not explained 	<ul style="list-style-type: none"> Not much here..
7. Identification of the results of the project to	<ul style="list-style-type: none"> It's an entire Web site dedicated to World Bank Webcasts, so it contains lots of free information. 	<ul style="list-style-type: none"> Users have a choice between video (high bandwidth users) or audio (low bandwidth users). They can also consult the transcript 	<ul style="list-style-type: none"> The default setting for your viewer is selected in a dialogue box before youview your first video. They provide transcripts speeches, slides, 	<ul style="list-style-type: none"> Lots of great features: <ul style="list-style-type: none"> Section called "downloadable files" where you can access the PPT presenataion and

date. Highlight some of the innovative and unique features, tools, content or infrastructure that have been developed by this Webcast/project .	<ul style="list-style-type: none"> They have a 10 most watched videos section 	<p>or the presentation for the slide show in addition to the speaker's biography.</p> <ul style="list-style-type: none"> Below the speakers' section is the "Meeting Summary" which, though not a transcript, describes the overall theme of the discussion. 	<p>background papers etc. PROBLEM: they're usually in PDF which is not hugely accessible.</p> <ul style="list-style-type: none"> They have a related links section 	<p>save it to your briefcase, your hard drive, or print it.</p> <ul style="list-style-type: none"> "Ask a Question" feature They have a Tech support faq where you can also send an email. Speaker Bio features. They have a list of attendees that you can see their name and company. There is also a button to see their profile, you can view their business card and/or invite them to chat.
8. Did the Webcast offer any interactive features such as live questions during the Webcast?	<ul style="list-style-type: none"> It offers chapter headings so user can click to anywhere in presentation with # of minutes for each segment. 	They provide a ppt presentation of author's work, but it's not synchronized with the presentation.	No they do not, but they have an email subscription offer to get notification.	Yes, see above.
9. Description of some of the best practices and lessons learned observed on the site.	<ul style="list-style-type: none"> They have a page that shows you, with screen shots, how to download RealPlayer. There's an advanced search for Webcasts where you can search by presenter or keyword You can also search by "Region/Topic" Each Webcast has a set of information accompanying it: You can subscribe to a newsletter that highlights recently added material. But doesn't seem to preview what's upcoming. 	They give access to the transcript and the biography of the speaker, as well as a summary at the bottom of the main page.	<p>Give transcript and direct link to speaker organization's Web site</p> <ul style="list-style-type: none"> They have great contact information for tech help: <ul style="list-style-type: none"> "Contact us by email with any comments, problems, suggestions. Call the kaisernetwork.org Help Desk at 202-347-5270. 	See above
10. Description of future plans for the Webcast.	<ul style="list-style-type: none"> Not stated, but they'll be posting more as they come, I assume. 	They have an upcoming one in June that's announced on their Web site. You can read details on it and get contact information.	Not stated.	Not stated
11. Do they offer clients metrics for success?	<ul style="list-style-type: none"> Not indicated. One of the goals is "B-SPAN lends authenticity to these broadcasts, free from the traditional extensive editing and post-production efforts that "polish" the final product by erasing glitches, misspeaks and inaccuracies." 	Not stated.	Not stated.	<ul style="list-style-type: none"> METRICS ebizQ reaches over 100,000 people each month: <ul style="list-style-type: none"> 74,000 Gold Club Members 51,000 Direct opt-in email subscribers 50% have decision-making positions

	<ul style="list-style-type: none">• Not stated, but presumably the number of visits they get.			<ul style="list-style-type: none">◦ 33% are from Fortune 100% Companies◦ Over 50% are involved in Integration Purchase Decisions• ebizQ offers a unique set of solutions for reaching buyers that are all integrated, comprehensive, and measurable. They can be used to educate the marketplace, strengthen your brand and product reputation, and to generate targeted, qualified leads. ebizQ gives you the opportunity to express your message in multiple related media, combining marketing and informational presentations in such a way that the persuasion is always convincing.
--	---	--	--	---

Appendix B: Interviews & Guide

A. List of Participants

Name and Position	Date	Associated Webcast
Ana Boischio Senior Program Specialist Ecohealth - Ecosystem Approaches to Human Health	April 29, 2004	<ul style="list-style-type: none"> Ecosystems Approach to Human Health (Ecohealth) Forum – Montreal, Canada, May 2003
Richard Fuchs Director, ICT Information and Communication Technologies for Development	May 4, 2004	<ul style="list-style-type: none"> World Summit on the Information Society (WSIS) – Geneva, Switzerland, December 2003
Jean-Marc Fleury Director Communications	May 11, 2004	<ul style="list-style-type: none"> World Summit on the Information Society (WSIS) – Geneva, Switzerland, December 2003
Robert Charbonneau Publisher And Chantal Schryer Manager, Public Affairs	May 11, 2004	<ul style="list-style-type: none"> World Summit on the Information Society (WSIS) – Geneva, Switzerland, December 2003
Alain Berranger Director Partnership and Business Development	May 20, 2004	<ul style="list-style-type: none"> World Water Forum – Kyoto, Japan, March 2003
Jean Lebel Director, ENRM Program and Partnership Branch	May 25, 2004	<ul style="list-style-type: none"> Ecosystems Approach to Human Health (Ecohealth) Forum – Montreal, Canada, May 2003
Roger Bill President Sussex Place Inc.	May 31, 2004	<ul style="list-style-type: none"> World Summit on the Information Society (WSIS) – Geneva, Switzerland, December 2003 World Water Forum – Kyoto, Japan, March 2003

B. Interview Guide



INTERVIEW GUIDE IDRC Webcasting Best Practices and Lessons Learned

Name:

Title:

Date:

Introduction

I'd like to begin by thanking you for participating in our study – we recognize that your schedule is very busy and sincerely appreciate you taking the time to speak with us today.

In keeping with its mandate and goals to support, conduct research while building capacity in the South, in March 2003 the IDRC engaged the services of a Webcasting firm, Sussex Place Inc., to record and then disseminate findings from both the Kyoto Water Forum and the World Summit for Information Society (WSIS). In each instance the Webcasting technology was used in a slightly different way, and had different results and varying degrees of success.

The IDRC is now seeking the assistance of Intoinfo to engage in the analysis of the two Webcasting projects with a view to identifying the best practices and the lessons that were learned. The research plan consists of primary research in the form of interviews such as this one as well as secondary Internet research. The interviews will help us better understand the IDRC Webcasting experience and the potential value the technology can bring to the organization and its stakeholders. The secondary research will shed light on innovative Webcast case studies from which IDRC can learn and will also identify and provide details on the services of up to 5 Webcasting production companies.

Each of these elements will be included in a final report that will detail the appropriateness of Webcasting for IDRC given its mandate and make recommendations about how this technology can be better applied in this context.

The interview will cover three topics:

- IDRC's past Webcasting experience
- Webcasting approaches

- Future use of Webcasting

Before we start, I would be glad to answer any of your questions about the study, should you have any.

C. IDRC's Past Webcasting Experience

1. Please describe your past involvement with Webcasting at IDRC.
2. What was the objective/goal of this Webcasting initiative? Were there any criteria used to assess the value for going forward with your project? If so, what were they? *Notes for interviewer: we're trying to get at the decision-making process for deciding to do a Webcast in the first place.*
3. What was the target audience?
4. What were some of the challenges/risks you experienced and how can they be overcome/mitigated?
5. What were the short and long-term benefits of your Webcast session(s)?
 - i. For IDRC
 - ii. For your partners (North and South). For example, boosting the credibility of interviewees at WSIS. *Notes for interviewer: Ensure respondents ID the partners specifically. Who were they? This is not a homogeneous group and if we don't get specifics, this part of the question will be useless.*
6. What were some of the best practices learned?

7. What's your opinion on how Webcasting technology compares to other information dissemination technology like:
 - a. The Web site
 - b. The Harvard tapes
 - c. Are there any other information dissemination initiatives that are effective and can reach the same number of people as the above?
8. In your mind was the Webcast a success? Why or why not? Did it reach the goals stated in the above question (#2) and how did you measure this?

D. Future Use of Webcasting

9. Do you feel Webcasting offers IDRC value in terms of costs, audience reached, time to develop, etc.
10. How can Webcasting be better applied as a tool by IDRC in the future? How can IDRC improve on its past Webcasting experiences?
11. Can you tell us of any innovative Webcasting projects (outside of IDRC) that we should examine as a case study for this initiative? *Notes for interviewer: This may be obvious, since we know all they've done here. In looking elsewhere, we should focus on places that also do development work, like the United Nations Development Program, CIDA perhaps to see if they've used Webcasts. This would be more insightful for us than say a Webcast from CBC News.*

E. Webcasting Approaches

12. What were the tools, resources, and technology that were used to implement your Webcast? What were your options and why did you make the choices you did? *Note for interviewer: we're trying to understand here the evaluative criteria used in selecting technology over other possible choices.*

Appendix C: Webcasting Provider Evaluation

The criteria to select the Webcasters, which were approved by the IDRC project authority are the following:

- Being Canadian for easy contact
- Seem to offer a broad range of Webcasting services, rather than a narrow offering, (as determined by their Website content)
- Experience working with government

Based on these, the following providers were evaluated:

- Sussex Place Inc.
<http://www.sussexplace.com/>
- Max Digital Broadcasting Corporation
<http://www.maxdbc.net/index.htm>
- Streamlogic
<http://www.streamlogics.com/>
- Online Broadcasting Company
http://www.onlinebroadcasting.com/company_overview.htm
- Insinc
<http://www.insinc.com/>

The Webcaster evaluation criteria will be the following:

1. Do they offer archiving and/or live Webcast (Live only, Live and Archive, or Archive only)
2. Do they offer to store the data (Webcast) on their servers or must IDRC store it?
 - a. What is their back-up strategy?
 - b. What type of security do they offer?
3. What formats are available? Can users access info with a variety of platforms/players? Do they need to download any plug-ins or players? For example do they offer the "big three" – Quicktime, Windows Media Player and/or Real Player – or do they have a proprietary software that must be downloaded (Java)?
4. Can they offer multiple speeds for those with low bandwidth?
5. Features Available and Costs:
 - a. Registration of participants
 - b. Slideshow
 - c. Password protection
 - d. Indexing (i.e., a table of contents of the presentation to allow users to skip ahead to the chapter they want)
 - e. Interactive features: Q&A facility for live and for archive, live chat, discussion groups, bulletin boards?
 - f. Polling
 - g. Testing: for clients to see the Webcast (test it) before it goes live, i.e., a staging server/area?
 - h. Multilingual/translation
 - i. User feedback, e.g., feedback form

- j. Diagnostic systems check for potential attendees
 - k. Can the Webcast be implemented within the client's Web site design? If yes, who is responsible for setting this up? Where is the page that houses the movie?
- 6. Do they offer Tech Support? Is it 24/7?
- 7. What metrics / reporting tools do they offer clients? For example Webtrends is a standard program for this but it's quite general, while a registration form would allow greater detail.
- 8. Are they willing to do international travel?
- 9. Can they produce a CD of the Webcast for dissemination? Do they offer post-production services so that IDRC can do more things with the footage (e.g., montage) even after the Webcast is over? Can they do editing in house or do they simply capture and transmit?
- 10. Can they offer plenty of background info to accompany the Webcast (papers, articles, PPT presentations etc). If yes, are these available in multiple formats?
- 11. Are they experienced documentary producers? In other words, a Webcast is not a home movie; it must be professionally done.
- 12. Does IDRC still retain rights to content?
- 13. Would they get the documents from presenters or is that up to IDRC to ensure they get them all?
- 14. What are the costs, including the "basic" Webcast and how much does it increase with every feature?
- 15. Can they help with marketing plan?
 - a. Link from Web pages
 - b. Email reminders of Webcast
 - c. Pre-Registration
 - d. Direct Mail
 - e. Advertising
 - f. Invite a Friend Button.

The criteria will be listed in the far right column and each company will follow in the subsequent columns with the details regarding the criteria filled in.

Criteria	Company				
	Streamlogic http://www.streamlogics.com/	Sussex Place www.sussexplace.com	Max Digital http://www.maxdbc.net/	Insinc http://www.insinc.com/	On-line Broadcasting Corp http://www.onlinebroadcasting.com/company_overview.htm
2. Description	<p>Streamlogics is a leading provider of webcasting applications and services to more than 500 enterprise, government, and non-profit organizations. Our webcasting solutions range from managed event webcast productions to self service webcasting tools such as Talkback.</p> <p>Since 1999, our highly skilled support team has delivered thousands of successful webcasts, reaching audiences around the world. Streamlogics has established a strong reputation for providing unparalleled service levels, product excellence, and technical know-how. Discover why so many industry leaders depend upon Streamlogics to deliver their mission critical webcasts.</p>	<p>Sussex Place Inc. is a dynamic new media company that combines the latest Internet technology with conventional broadcast excellence to help you tell your story, whatever it is. Whether you require an Internet webcast for audiences that range from 50 people to more than a thousand or quality documentaries and up-to-the-minute news video for national networks, Sussex Place has the dedication to quality and client satisfaction that only professionals with a wide breadth of broadcast experience can provide.</p> <p>Started in 1997</p>	<p>Using communications technology that combines audio, video and web based content called streaming, MAX products and services efficiently communicate knowledge across corporate intranets and the internet.</p> <p>In 2001, MAX assumed the digital broadcasting assets of Intellitech Informatics and most importantly, its wealth of experience and accomplishment. Intellitech is recognized as a pioneer in digital broadcasting and as an expert in building collaborative learning communities.</p> <p>Our products and services are extensive. They include content production and content distribution services. Our proprietary content management and client routing software create private digital broadcast networks that optimize bandwidth resources.</p>	<p>The growing demand for creative, Internet communication solutions requires skills in business strategy, database design, streaming media, interactive media, wide area networking and broadcast production to provide an integrated service offering. INSINC brings these skills to your company. The company was formed in 1997.</p> <p>INSINC's software suite of interactive presentation tools, media asset management, self-service netcasting and audience measurement reports improve the communication process between our clients and their customers, employees, suppliers and shareholders. This can result in faster, clearer communication, longer visits to web sites, access to centralized media assets by widespread employees and customers, increased sales and cost savings. Our solutions for employee training, sales presentations and corporate communications can reduce costs in business travel and time.</p> <p>Has greated number of Government clients, according to Website and compared to other</p>	<p>OBC was originally part of Mediaco, an A/V production company.</p> <p>We offer comprehensive broadcast quality webcasting services that are fully customizable to your unique needs. OBC can undertake anything from simple audio-only announcements, to large complex live video events with all the options.</p> <p>Since 1995, we have produced thousands of webcasts. OBC clients including Canada's five major banks, are among the country's biggest, most successful companies.</p> <p>Yes, we provide end-to-end service by partnering with leading live event and AV production companies across Canada. This means you only have to work with a single service provider. The cost to you will be the same whether you contract your AV staging directly, or let us handle the total project.</p>

	Company				
Criteria	Streamlogic http://www.streamlogics.com/	Sussex Place www.sussexplace.com	Max Digital http://www.maxdbc.net/	Insinc http://www.insinc.com/	On-line Broadcasting Corp http://www.onlinebroadcasting.com/company_overview.htm
				Websites...	
3. Do they offer archiving and/or live Webcast (Live only, Live and Archive, or Archive only)	Both They can also do Webconferencing over phone enhanced with slides to follow.	Both	Both	Yes to all	Yes to all.

Criteria	Company				
	Streamlogic http://www.streamlogics.com/	Sussex Place www.sussexplace.com	Max Digital http://www.maxdbc.net/	Insinc http://www.insinc.com/	On-line Broadcasting Corp http://www.onlinebroadcasting.com/company_overview.htm
<p>4. Do they offer to store the data (Webcast) on their servers or must IDRC store it?</p> <ul style="list-style-type: none"> What is their back-up strategy? What type of security do they offer? 	<p>They do provide hosting services on their servers. If they want to host that's ok too.</p> <p>Fully redundant delivery network so if one fails, it transfers over to next one.</p> <p>Have password protected (generic or unique).</p> <p>Can allow only certain IP to address Webcast.</p> <p>Live video Webcast, we send video signal to our broadcaster instead of relying on Net. This is more secure. Can send Webcast through secure line from the site to their own broadcaster that Hackers can't get to. It's a more stable line.</p>	<p>- Either server. - Don't do specifics security beyond what's available with host (where data is). Eg, if using magma as storage, what they have is what we offer.</p> <p>-Encoded file on CD, original field tapes are backup storage.</p>	<p>MAX proprietary content management and client routing software eliminates the impact of bandwidth consumption at the critical network gateways. Network administrators are able to strictly control the distribution of streams across their networks.</p> <p>Redundant servers (2 large servers). We have our own custom player – they don't have Windows media or Real - and we brand ours to client's site. We have a Web site to support all this.</p> <p>Security: is through NTFS facility: User ID and password.</p> <p>Digital Rights Management: allows them to take on-demand stream and to encrypt it then it can go on servers or CD Rom... people can't read it but a URL takes them to a page and on this page they are vetted to see if they have right to see material. If yes, they get certificate that allows them so see material and how many times and when. Content centric security, not server-centric security.</p> <p>Their player is custom Java app that requires no downloading. This is good b/c in gov't most people don't have administrative rights to their PC. But their software interrogates the platform that it's running in.</p>	<p>Robust network: many partners w/ servers in 60 countries. Many of their clients are expat Canadians who watch world-wide.</p> <p>Redundant servers to pick up if one goes down.</p> <p>Have live support line (e/g federal budget) with help desk toll free line if people have difficulty accessing Webcast b/c most troubles are end-user.</p> <p>They have system test page to ensure users have right system to see Webcast.</p> <p>Also test video for livecast to pretest viewing.</p>	<p>On their servers, but integrated into the client's Website.</p> <p>Backup – redundant servers and w/ broadcast they have main and backup encoder.</p> <p>Streams go through content distribution network going from several machines to handle more viewers. As more people connect, more servers are called up.</p> <p>Security: Limited by people access streams, it's very public for all to see.</p> <p>To limit info access, there are different layers of security eg, passwords, . On streaming end, you can limit the stream but this is complex and more expensive. This is more for paid content.</p>

Criteria	Company				
	Streamlogic http://www.streamlogics.com/	Sussex Place www.sussexplace.com	Max Digital http://www.maxdbc.net/	Insinc http://www.insinc.com/	On-line Broadcasting Corp http://www.onlinebroadcasting.com/company_overview.htm
5. What formats are available? Can users access info with a variety of platforms/players? Do they need to download any plug-ins or players? For example do they offer the "big three" – Quicktime, Windows Media Player and/or Real Player – or do they have a proprietary software that must be downloaded (Java)?	Windows Media Player with easy to find link on where to download. The slide feature has no plug-ins, so it works with corporate firewalls.	Windows Media Player or Real	Q.4 continued:	Windows media player and Real and quick time if needed.	Media Player or Real Player – package is either format or both.
6. Can they offer multiple speeds for those with low bandwidth?	Low Speed video, High Speed Video and Broadband Video, audio only as well.	Yes: low or high bandwidth	Yes.	Yes, low and high.	High or low or both.
7. FEATURES					
- Registration of Participants	Yes	Yes	Yes, synchronized or not.	Yes	Yes

Criteria	Company				
	Streamlogic http://www.streamlogics.com/	Sussex Place www.sussexplace.com	Max Digital http://www.maxdbc.net/	Insinc http://www.insinc.com/	On-line Broadcasting Corp http://www.onlinebroadcasting.com/company_overview.htm
- Slideshow	Yes, synchronized or controlled by user.	Yes	Yes, synchronized or manually and if click on slide, the video will go there. They have 3 levels of indexing 1 – multiple sessions 2- multiple speakers 3- different parts of speakers	Yes, synchronized.	Yes, synchronized or user driven
- Password Protection	Yes	Yes	Yes	Yes, e.g. pay-per-view viewing of CTV hockey games.	Yes
- Indexing, i.e., clickable ToC	Yes	Yes	Yes	Yes	Yes
Interactivity: Q&A, live chat, discussion groups, bulletin boards?	Q&A for live and archive; Live: submit Q through interface (basic way is with form on line or w/ email client) or with moderator, who sets up laptop on site and receive email on-site through yahoo/hotmail and print off questions and give to speakers. For on-demand Cast, it goes to employees own website.	Done some interactivity Did interactivity w/ email before chat was available. With person to screen emails and pass them to presenter who would answer in real time. Use to reach people in other areas to double participation in conference.	Button of Webcast to submit question to venue and chair moderates. (w/ email client or dialogue box.)	Q&A and moderated chat. (private and public) Chat done for Canadian Idol. Celebrity chat: w/ moderator either audio w/ keyboard. Good tool to use if you post information on daily basis and take questions from people (e.g., students ask teacher.)	They have a Q&A section, live. Not sure about during archive. Email is always possible for archive. They have admin interface that provides q&a manager. And from interface, the person can go through them.
- Polling	Yes, with an online database viewer to see record of responses. Viewer also works for attendee sats. But also for "how did you like it?" and user satisfaction.	Can do it.	Questionnaire for testing user. Poller for user as well.	Yes	Yes: they put form in the PPT slid frame and select answers.. and later they send results during live Webcast.
- Testing: of Webcast beforehand for client (staging area)	They have full rehearsals for big events to ensure crew can get comfortable.	Yes. Can create test file to use temporarily within interface to test the software and pcs to make sure they work.	Yes. They put sample up there ahead of time with sample stream and encourage client to advertise it for people to try it out.	Yes. Often do rehearsals to ensure everyone is comfortable, or put on server for them to try and once they ok it, we put up on net.	Yes to use for their own use to test events to implement changes and test before going live and they can be accessed by client.

Criteria	Company				
	Streamlogic http://www.streamlogics.com/	Sussex Place www.sussexplace.com	Max Digital http://www.maxdbc.net/	Insinc http://www.insinc.com/	On-line Broadcasting Corp http://www.onlinebroadcasting.com/company_overview.htm
- Multilingual / Translation	<p>French and/or English – but do they translate? Simultaneous Translation E/F too.</p> <p>They specialize in bilingual and even done trilingual (german, Spanish, but any language) but mostly French and English. They have studio in Toronot for simultaneous interpretationa dn they do it on site too. They have interpreters in studio, capture the feed and they translate simultaneously. They outsource translators. Pricing adds 30% of price to Webcaast, plus cost of translator and equipment.</p> <p>Can also to translation on-site as well. Live is no problem.</p>	<p>Kyoto IDRC – supplied by IDRC.</p> <p>We could outsource translation service but not done it.</p> <p>Work for UN in French, Spanish and English, but not LIVE. UN supplied them w/ Feed and /or transcripts.</p> <p>Have done English, French, Spanish video production. Translated by IDRC></p>	<p>User interface is fully bilingual. We Webcast simultaneous translation if its available.</p> <p>NRCan is 3 Webcast is French / English with translation in opposite language or no translation.</p> <p>Government handles translation themselves. WE subcontract professional videographers (equipment and lighting etc.) e.g., use teleprompters) Quality is very important.</p> <p>We edit sound and music to clean it up. WE can post-production si not problem. And we can put it on CD-Rom for client</p>	<p>Fed budget speech was multilingual. Audio/Vid for English and Voice over in French with same video</p> <p>Live translation services and live media (slides)</p> <p>Have done this in French, German, Spanish. One language or 10 is all the same. It's just another feed.</p> <p>They outsource it with big translation companies... the best.</p>	<p>Yes, they can capture multiple feeds and give users the choice. Do they do translation? Not in house translation, but they can handle multiple language. They can have several feeds (Dalai lama, English, manadarin and 3rd language. He's not sure if they can subcontract translation, staging services usually handle that b/c they do it for in-house audience and they pick up this feed.</p>
- Attendee Systems Diagnostic Check	Yes for speed and other requirements.	They give links to download sites for the players and blurb to explain it.	Help section with a FAQ. And it explains minimum hardware req.	Yes	It tests your system as you load presentation.

Criteria	Company				
	Streamlogic http://www.streamlogics.com/	Sussex Place www.sussexplace.com	Max Digital http://www.maxdbc.net/	Insinc http://www.insinc.com/	On-line Broadcasting Corp http://www.onlinebroadcasting.com/company_overview.htm
- Can the Webcast be implemented within the client's Web site design? If yes, who is responsible for setting this up? Where is the page that houses the movie?	Yes. Either. It's seamless and they make it look like it's from client's Website. They brand player to look like client. For end user, they click on link and window/player pops up with same look and feel.	Both, it's up to client		Either way, completely customizable, embedded or pop-up. The look is for their own site too.	They host it and it shows up on client's Webpage and OBC remains invisible.
- Other features...?	First in Canada to do sign language and live closed captioning (live or archive) for hearing impaired. Familiar with accessibility issues.		Webcast of video conference for broader dissemination. User interface becomes branded to the client with their logos or colours. Anyone who has windows 2000 XP has media player component into it and they have to download nothing. It works on apple, Linux (but for these two you have to download).	- Locator: indexed Media Players to create like on-line DVD that people can go through the menu to see what they want. - Clipper: remote on-line (via Web) editing tool to get video clips quickly and playback right away. Clients can go in and manipulate live Webcast or archive to enter chapter headings. Instead of hiring Insinc and it's more cost effective. - Webconference room that you can rent for job interviews, for e.g. - VIDcast: Integrate Webcast into your video conference. GO back and for the between both.	They can manage your event, or client can just provide them with video tape and other materials. Can do remote capture or on locale capture.

Criteria	Company				
	Streamlogic http://www.streamlogics.com/	Sussex Place www.sussexplace.com	Max Digital http://www.maxdbc.net/	Insinc http://www.insinc.com/	On-line Broadcasting Corp http://www.onlinebroadcasting.com/company_overview.htm
8. Do they offer Tech Support? Is it 24/7?	<p>When client comes, they have dedicated producer who is technical contact for contract.</p> <p>For end-user: we don't get many calls. We have "help" section and system req. section to tell people what they need. If there's technical problem, it's out of our hands, maybe talk to network administrator. WE rarely get anything from end user. Focus on tech is mostly from client, not public.</p>	<p>They also put 1-800 service to answer questions 24hours before hand and 24hrs afterwards to ensure all was good technically. They always do period of testing beforehand to ensure all works, right down to link from client's homepage.</p>	<p>Technical support is via email. But we could do it by phone as well. Technical support is tied to so many viewer hours on their servers.</p> <p>Have done over 50 Webcasts over the years. Started about 5-6 years ago.</p>	<p>24/7 emergency support for their feeds. (B/c they work mostly subscription based clients). And they can assess problems remotely. 1-800 support to all technicians w/ pager who will remotely go into network and individual computers and manipulate these to fix problem.</p>	<p>Support button brings up email client. He's not sure. It's not handled in house. For smaller Casts they do in house. For bigger they contract out -</p>

Criteria	Company				
	Streamlogic http://www.streamlogic.com/	Sussex Place www.sussexplace.com	Max Digital http://www.maxdbc.net/	Insinc http://www.insinc.com/	On-line Broadcasting Corp http://www.onlinebroadcasting.com/company_overview.htm
9. What metrics / reporting tools do they offer clients?	<p>Yes –attendee statistics Automated On-line reporting for Web stats</p> <p>ARG Report (Web address sent to client, updated in real-time so they can create report structure and release times): unique visitors; which platform; how many concurrent users; dates of use by month, week; Can access 24/7 and it's account that's password protection w/ graph,; easy to interpret;</p> <p>If users must register, they can add information like province, company name etc.</p> <p>Ask at end to get user satisfaction measure. Asked at end of presentation or at end of Webcast.</p>	<p>Client can get data they want, depending on needs.</p> <p>Servers will tell you # of people, IP address to help with geography, what files were watched and for how long.</p> <p>Clients will generally want some of this.</p>	<p>Customized software that goes through streamling logs (view hours per asset) and combine this with entries into the player to see how many people liitated the player.</p>	<p>Yes – They have tools to measure audience response. Not described.</p> <ul style="list-style-type: none"> - Realtime viewing of who is watcdhing... <p>Depends on ... Registration form or back/end form: can gather any information (demogr, anything that gets put on Excel spreadsheet or on dynamic link/page. This belongs only to client.</p> <p>Statistics Reporting: # plays, play duration, unique duration, most popular files. Where traffic comes from b/c of the server's IP</p>	<p>Some examples: 1 - per of visitors and unique visitors, when they visited, duration of viewing/listening, and sources of visitor traffic and, if you elect to have Registration as well, email addresses and company names of your visitors.</p>
10. Are they willing to do international travel?	<p>Mostly in North America. But we can go abroad and have done it (Caymen Islands) Can distribute to Japan, Australia, Europe. WE would welcome it.</p>	<p>Yes.</p>	<p>We're quite portable.</p>	<p>They've produced events in Europe and Asia. They have a Europe Office...</p> <p>Insinc Internet Services GmbH Leopold Werndl Strasse 9 A-4400 Steyr Austria</p> <p>Ing. Kurt Gattringer +43 650 470 8000 kurt.gattringer@insinc.at www.insinc.at</p>	<p>They have done it. They partner with Mediaco and they do lots of international staging.</p> <p>Crunch the #s to see if it's worth them going, or if contractor can capture the local event and send back to them.</p>

Criteria	Company				
	Streamlogic http://www.streamlogics.com/	Sussex Place www.sussexplace.com	Max Digital http://www.maxdbc.net/	Insinc http://www.insinc.com/	On-line Broadcasting Corp http://www.onlinebroadcasting.com/company_overview.htm
11. Can they produce a CD of the Webcast for dissemination? Do they offer post-production services so that IDRC can do more things with the footage (e.g., montage) even after the Webcast is over? Can they do editing in house or do they simply capture and transmit?	<p>They can produce a CD ROM of the event for distribution. It's like the Webcast. WE can provide transcripts as well.</p> <p>WE can provide highlights of the conference, montage, highlights... but editing/video, we don't do much but it's possible.</p> <p>Postproduction, not sure.... Montage???</p>	Yes, no problem – they did that with the Kyoto montage..		<p>Montage yes, no problem and put w/ CD.</p> <p>They're affiliated w/ AV company w/ full audio suite</p> <p>They can build databases: searchable database / menus by horsename, race time, location, date and customize it for clients/.</p>	<p>Yes, they do produce CDs for archive purposes. They recreate live presentation. Or Flash Presentations for more interactive presentations to make more polished looking, rather than just offline version of on-line event. More interactive / slick.</p> <p>Montage, not in house... they'd do it with Mediacore...</p> <p>They focus on encoding and live event: content acquisition and live event, interface and production stuff is done through mediaco.</p>
12. Can they offer plenty of background info to accompany the Webcast (papers, articles, PPT presentations etc). If yes, are these available in multiple formats?	Yes, they have a "Resource Centre" at the bottom left of the page where you can store extra material in Word, Excel, PPT, PDF, or links to Web pages	All of the above (just adding links to the page)	Sure - in resources	They have links to presenter's Website at bottom of Webcast page.	Anything people can put as link on Webpage, they can add to the interface. E.g. CIBC world markets conference, they link to presenter's PDF version of slides for offline viewing.

Criteria	Company				
	Streamlogic http://www.streamlogics.com/	Sussex Place www.sussexplace.com	Max Digital http://www.maxdbc.net/	Insinc http://www.insinc.com/	On-line Broadcasting Corp http://www.onlinebroadcasting.com/company_overview.htm
13. Are they experienced documentary producers?	Established in 1999. Came out of need for demand for that stuff. Most employees come from TV and new media and we partner with AVW Telav company which has all staging capabilities.	Yes. In fact this is their speciality. They started in this field as documentary and news reporters.	Our thrust is not Webcasting. Value is in capturing, archiving and indexing of content. WE started in market for on-demand work for training, for example. Video is powerful media, w/ good speakers, knowledge is communicated and it draws you in. This is more effective	The "about us" section features staff and John Doyle, their Production Manager has lots of experience and comes from a production background, not IT.	OBC was originally part of Mediaco, an A/V production company. They have 15 years of A/V production experience.
14. Does IDRC still retain rights to content?	Not sure. If we produce event for client, we give source back to them.	WE automatically assign copyright to the client. The physical tape and all rights belongs to the client. Always, it's our approach.	They get rights to content, we get rights to user interface.	Yes	That's technical... but client's content is theirs and we just provide a service.
15. Would they get the documents from presenters or is that up to IDRC to ensure they get them all?	Didn't ask...taking too long of an interview.				Decided for each project, they can do it, it's up to the project.

Criteria	Company				
	Streamlogic http://www.streamlogics.com/	Sussex Place www.sussexplace.com	Max Digital http://www.maxdbc.net/	Insinc http://www.insinc.com/	On-line Broadcasting Corp http://www.onlinebroadcasting.com/company_overview.htm
16. What are the costs, including the "basic" Webcast and how much does it increase with every feature?	<p>NO rate card, per se. Quote on case by case b/c of so many variables.</p> <p>Depends on venue, length, cost of setting up connection</p> <p>For live video event, for about one hour, ballpark: 1000 to couple thousand.</p>	<p>In St. John's, our price for one hour live (one camera) basic set up, with no elaborate miking or lighting with our ENG kit (broadcast video) with high speed and encoding to server and launching to Internet and archive for 3 months, our base rate is 3K and client not need to do anything, only create link to address for server. That's without any editing, only live, real time. Anything else on top of that is added cost. (This is Local St. John's price and it may change in other market.)</p> <p>Some of this includes fixed set up costs (e.g., getting ADSL line if it's not there) but that doesn't mean that cost doubles if you double time. So rate per hour drops with time. E.g., Once did 2 day Webcast for about 10K. (basic w/ no bells and whistles).</p>	<p>4 to 5 grand includes testing comm. Ciruite] customize user interface professional videography archived and idexed after the fact</p> <p>Hosting: First time client</p> <p>Player has lic fee which we wave for first time user.</p> <p>Host for one year w/ # of user hours.</p>	<p>Depends on what they're asking for:</p> <p>Live Webcast of one hour meetig video w/ synchronized slides at about 3,500 to 4,500, depending on audience.</p>	<p>Not his area. Not involved in pricing. Basic Webcast is 500\$ for audio only, can go up to</p> <p>Depends on design involved. It it's pure video feed with straight real player then it's cheaper.</p> <p>If you register and have player included in "Webpage" then price goes up.</p> <p>Things affecting cost:</p> <ul style="list-style-type: none">• Service option: will your event be live or served on-demand after the event, or both?• Complexity: will content be captured from one source sequentially or from multiple sources simultaneously, such as several speakers in event break-out rooms?• Format: do you want audience to have a choice of viewing in RealPlayer or Windows Real Media? (Our packages offer one format, your choice.) Duration: will your event run 1 hour, 4 hours, or multiple days?• Size: how big is the webcast file to be stored and transferred to users? Packaging: how much development is needed to encode and "package" your presentation for the web?• Options: do you need Registration & Log In? <p>Question & Answer Page 72</p> <p>manager for live interactivity? Ad insertions? E-commerce linkage? See Webcast Options for a</p>
Prepared by The Intoinfo Consulting Group					

Criteria	Company				
	Streamlogic http://www.streamlogic.com/	Sussex Place www.sussexplace.com	Max Digital http://www.maxdbc.net/	Insinc http://www.insinc.com/	On-line Broadcasting Corp http://www.onlinebroadcasting.com/company_overview.htm
17. Can they help with marketing plan? g. Link from Web pages h. Email reminders of Webcast i. Pre-Registration j. Direct Mail k. Advertising l. Invite a Friend Button.	They have invite friend button. Press release service to major news wires (Bloomberg, Reuters) can help with email campaign, not direct mail or advertising, but if client needs help, we can accommodate.	Lots of planning discussion about the market of Webcasting, but it's not our core business. But we've given our experience about this stuff to for example, extend the reach.	WE can, but we've not been asked b/c clients have done it. Group mail stuff to send emails to	Yes: notification email, reminder 24 hrs before. Follow up after event with archive of event for on demand viewing	The can do an email invitation. WE can help with email reminders, but don't get involved in marketing side of things.
18. Other	They also sell their platform for "Self-Service Webcasting" so clients can design their own.				They claim on their Website to have done Canada's First live Webcast event in 1995. Have they done government??? Yes, some encoding for Prov gov in BC. Webcast for National Energy Board Hearings and some federal levels.

Criteria	Company				
	Streamlogic http://www.streamlogics.com/	Sussex Place www.sussexplace.com	Max Digital http://www.maxdbc.net/	Insinc http://www.insinc.com/	On-line Broadcasting Corp http://www.onlinebroadcasting.com/company_overview.htm
19. Contact Information	<p>Charles F. Picot Streamlogics Inc. Regional Account Manager Tel: 514-523-1357 Cell: 514-835-7891 Fax: 514-523-2196 www.streamlogics.com</p> <p>Called Monday, June 14, at 1pm.</p>	<p>St. John's, Newfoundland and Labrador (709) 738-1034 voice (709) 737-0367 fax Contact: Roger Bill roger@sussexplace.com</p> <p>Ottawa (613) 725-3521 voice (613) 725-0570 fax Contact: Hal Doran hal@sussexplace.com</p> <p>National Sales: national-sales@sussexplace.com</p> <p>1-800-764-6661</p>	<p>MAX Digital Broadcasting Corporation 36 Steacie Drive Ottawa, ON Canada K2K 2A9</p> <p>(613) 860-1544 (voice or fax)</p> <p>MAX@maxdbc.net</p>	<p>INSINC Unit 503 1450 Meyerside Drive Mississauga ON L5T 2N5 Canada Tel: 416.487.4626 Fax: 416.487.4921 E-mail: toronto@insinc.com</p> <p>She said she'll call back late Tuesday... (june 15)</p>	<p>Sales and Webcast Planning 1-877-717-8111</p> <p>Ottawa: Suite 18, 1701 Woodland Drive,</p>

